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a market for U.S. Products in Liberia

A U.S. DEPARTMENT OF COMMERCE PUBLICATION

U.S. DEPARTMENT OF COMMERCE

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Director

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Foreword

With the publication of this study, the U.S. Department of Commerce through its Bureau of International Commerce provides the U.S. businessman with the latest and most complete information we have on growing export prospects in Liberia.

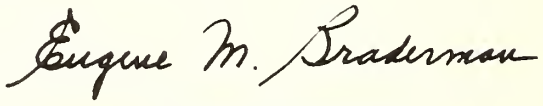
Traditionally the United States has been Liberia's most important trading partner. The country was founded more than a century ago by Negro settlers from the United States. Diplomatic relations between the two countries have been friendly. Commercial contacts have been enhanced by the development of political institutions and business customs similar to those of the United States. English is the official language; the dollar is the accepted currency.

In recent years private capital investments in Liberia have developed the country's iron ore resources and stimulated its economy. As a consequence the Liberian market is becoming increasingly important in its long-term potential.

These developments have not escaped the attention of businessmen of other countries who have been attracted to Liberia in recent years. Competition is increasing. Even so, the U.S. exporter is in a strong position because U.S. products are well known and popular throughout the country.

This market study was prepared by John R. Hokanson under the direction of Bernard Blankenheimer, Director, Africa Division, Bureau of International Commerce. It is based to a large extent on information gathered by Mr. Hokanson during a recent visit to Liberia and on numerous official and unofficial publications and U.S. embassy reports and despatches.

The manuscript benefited from careful review and assistance by staff members of the Embassy at Monrovia: Miss Nancy V. Rawls, Commercial Attaché, who provided guidance and assistance through all stages of the study; Warren Silver, Counselor for Economic Affairs; Neil Witting, Agricultural Attache; and Dr. E. C. Fei of the U.S. Agency for International Development mission in Liberia.



Eugene M. Braderman
Director, Bureau of International Commerce

February 1965

Contents

Page

Foreword ii

CHAPTERS

1. The Market in Liberia—A View Overall 2

2. Liberian Trade and Market Factors 6
   - Patterns and Trends 6
   - Market Factors 8
   - Economic Development 9
   - United States Aid 10
   - Other Aid 11

3. The Market for Selected Types of Goods 12
   - Consumption Goods 12
   - Capital and Producers Goods 16

4. Distribution 18
   - Distributors 18
   - Transportation 19
   - Finance 19
   - Trade Regulations 20
   - Exchange Regulations 21
   - Government Representation 21
   - Advertising 22
   - Marketing Techniques 22
   - Packaging 23
   - Marketing Aids 24
   - Businessmen's Organizations 25

5. Basic Data 26
   - Geography 26
   - Natural Resources 26
   - Agriculture 27
   - Industry 29

APPENDIXES

A. Notes for Business Travelers 30
   Hotel Accommodations—Local Transportation—Communications—Business Hours—Holidays—Clothing—Electricity—Passports and Visas—U. S. Commercial Representation.

B. Bibliography 31

TABLES

	Page
1. Government Receipts and Expenditures, 1940, 1950, 1958-64	32
2. Exports by Commodity, 1953-62	32
3. Imports, by Commodity Classification, 1953-62	32
4. Exports, by Country of Destination, 1953-62	33
5. Imports, by Country of Origin, 1953-62	33
6. Manpower Composition of Population, 1962	34
7. Domestic and National Income and Expenditure, 1960	35
8. Imports of Selected Foodstuffs, by Major Suppliers, 1960-62	35
9. Imports of Selected Beverages and Tobacco, by Major Suppliers, 1960-62	36
10. Imports of Selected Clothing, Footwear, and Textiles, by Major Suppliers, 1960-62	36
11. Imports of Selected Chemicals, by Major Suppliers, 1960-62	36
12. Imports of Selected Electric Appliances and Household Utilities, by Major Suppliers, 1960-62	37
13. Imports of Selected Building Materials, by Major Suppliers, 1960-62	37
14. Imports of Selected Machinery and Transport Equipment, by Major Suppliers, 1960-62	38
15. Imports of Selected Miscellaneous and Electrical Equipment, by Major Suppliers, 1960-62	39
16. Estimates of Land Use in Liberia	39
17. Mineral Production, 1958-62	39
18. Agricultural Production, 1958-59 through 1962-63 and 1963-64 Forecast	39

MAPS

Location	1
Political	5
Highway System	28

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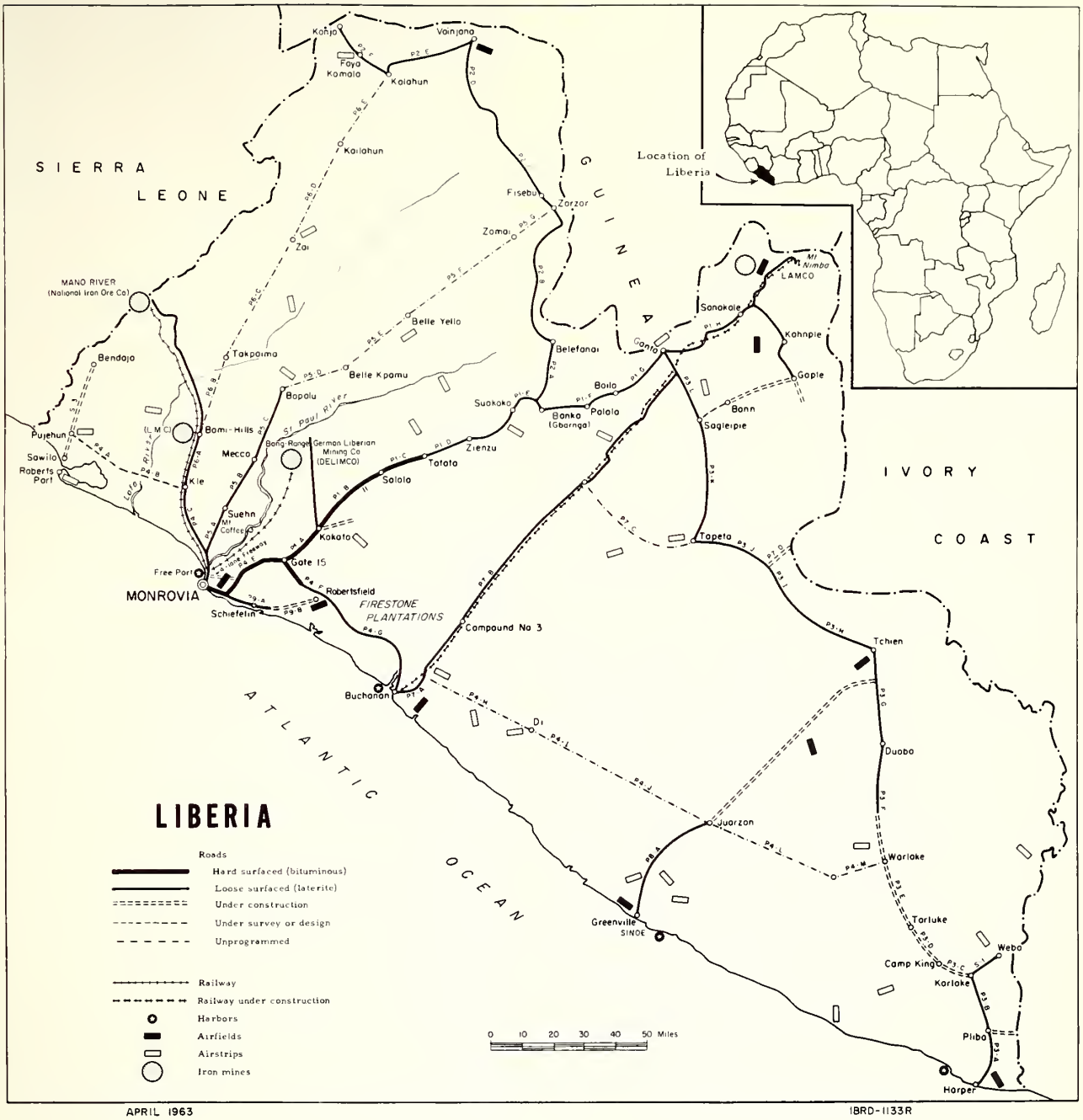


APRIL 1963

IBRD-1133R

Source: Map supplied courtesy of International Bank for Reconstruction and Development.

Note: Boundaries do not necessarily correspond to those recognized by the United States.

Chapter 1

The Market in Liberia . . .

LIBERIA'S ECONOMIC GROWTH has been striking. Since 1950:

Gross domestic money income has increased several times;

Government revenue has increased roughly ten times;

And foreign trade has expanded enormously.

Impetus for this growth, particularly since 1959, came mainly from the development of an iron mining industry, at a cost of approximately $350 million. International capital in large amounts was invested in this field, attracted by the large reserves of high-grade ore and by Liberia's traditional open door policy toward foreign capital. Construction and other activity were stimulated, boosting employment in the wage-earning sector of the economy.

Economic growth also was stimulated by extensive public expenditures on roads, schools, public buildings, and utilities—services demanded by a modernizing society.[1]

While beneficial, this growth also caused strains in sectors of the economy. Because of lagging commodity prices and unavoidable delays in getting iron ore production underway, Government revenues from taxes and profit sharing were lower than expected at a time when obligations were multiplying. This placed the Liberian Government in a financial squeeze. In mid-1963 the Government initiated an austerity program to restrict expenditures temporarily. The program went into effect when most construction related to iron mine development was just about completed, and a slackening of economic activity resulted. During much of 1963 and in 1964, therefore, attention was directed to development planning and to attempts to consolidate gains realized during the period of rapid growth.

The Liberian economy may be expected to grow moderately in the next few years under the stimulus of public sector development projects and private investments on a smaller scale than in the recent past. Governmental projects will be aimed mainly at continuing to build up the country's infrastructure by ex-

[1] See table 1 for data on Government receipts and expenditures, 1940, 1950, and 1958-64.

A View Overall

panding public utility services—electric power generation, communications, transportation, and the like—and improving health and school facilities. Private investment is expected to center in development of timbering operations and perhaps in agricultural enterprises. Also, some investment in small manufacturing is expected, and development of new mineral resources is a continuing possibility. The Government may be expected to carry on efforts to improve agricultural productivity and to encourage private investment, particularly in small-scale industry.

Longer term prospects for economic growth remain comparatively bright. The country has a good natural resource base relative to population, and significant areas—timber, for example—are virtually unexploited. Although investment of the magnitude of that in iron mining is unlikely, Liberia could achieve noticeable gains if anticipated private investments materialize and if public spending can be maintained at reasonable levels. The expected large-scale production of iron ore during the next few years should ease the Government's financial plight, other things being equal, as the Government shares in profits of the newer mining enterprises.

The unprecedented economic growth had beneficial effects on the market for many products. The development of mining, for example, directly influenced imports. During 1961 and 1962 so much machinery, transport equipment, and manufactured goods were imported to meet needs for construction of mine and related facilities that Liberia for the first time experienced sizable trade deficits. Trade data for 1963 are not available. However, trade apparently was more in balance in 1963 because exports of iron ore increased and the demand for capital equipment moderated as mine construction neared completion.

Trade is expected to remain stable or grow moderately in the next few years. Exports of iron ore should reach full potential. Natural rubber production and exports are expected to increase slightly. Iron ore and rubber are the country's largest exports. Timber could begin to be a significant export within the next 5-10 years.

Imports of capital goods should be sizable as a result of planned public development expeditures and private investment. However, imports of this type of goods are not expected to approach the abnormally high levels reached in 1961 or 1962.

Nearly all manufactured goods consumed are imported. The demand for these imports should show fair improvement, particularly if the hoped-for growth of cash agriculture is realized and more of the popu-

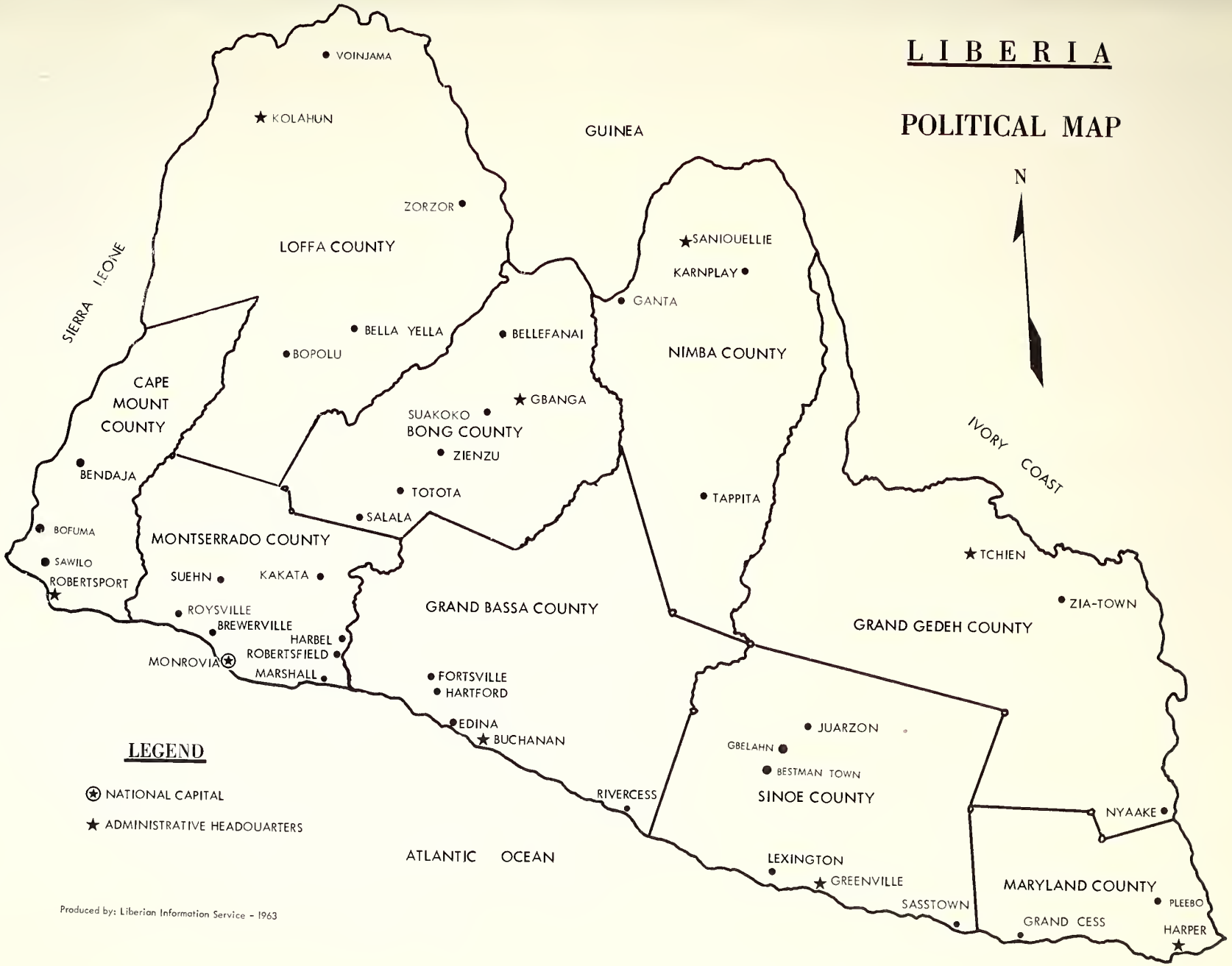
lation becomes firmly attached to the monetary economy. Construction of public projects and private investment in industry and timber should also act to stimulate consumer demand to the extent they increase employment and wages.

U. S. businessmen should be cognizant of their advantages in the Liberian market. U. S. products are well known and accepted as a result of the long-standing, close trade ties between the two nations; U.S. currency is used as the official medium of exchange; U.S. specifications and weights and measures are in general use; and U.S. companies already in Liberia create a comfortable atmosphere for U.S. businessmen.

In a broad sense, Liberia might be considered a potential springboard to regional marketing. Its market characteristics are similar to—though not identical with—those existing in other countries in West Africa. The free port at Monrovia—which allows goods to be processed, manufactured, or stored in the area and then shipped to other destinations without payment of import duties—is a possible distribution center, although it has not been much used. As area transportation and port facilities are improved this free-port feature could become much more important.

A population of about 1 million with an income under $200 a year per capita comprises the Liberian market at present. Growth prospects are good, and the future promises continuing opportunities for promotion and exportation of a wide range of products and services.

LOADING UP: A conveyor belt at the Free Port of Monrovia carries high-grade iron ore to waiting ships.


LIBERIA
POLITICAL MAP
N
VOINJAMA
KOLAHUN
GUINEA
ZORZOR
LOFFA COUNTY
SIERRA LEONE
SANIQUELLIE
KARNPLAY
GANTA
BELLA YELLA
BELLEFANAI
BOPOLU
NIMBA COUNTY
CAPE MOUNT COUNTY
GBANGA
SUAKOKO
BONG COUNTY
ZIENZU
IVORY COAST
BENDAJA
TOTOTA
TAPPITA
SALALA
BOFUMA
MONTSERRADO COUNTY
TCHIEN
SAWILO
ROBERTSPORT
SUEHN
KAKATA
ZIA-TOWN
ROYSVILLE
GRAND BASSA COUNTY
GRAND GEDEH COUNTY
BREWERVILLE
HARBEL
ROBERTSFIELD
MONROVIA
MARSHALL
FORTSVILLE
HARTFORD
EDINA
BUCHANAN
JUARZON
GBELAHN
BESTMAN TOWN
SINOE COUNTY
RIVERCESS
NYAAKE
LEXINGTON
GREENVILLE
MARYLAND COUNTY
PLEEBO
SASSTOWN
GRAND CESS
HARPER
ATLANTIC OCEAN
LEGEND
NATIONAL CAPITAL
ADMINISTRATIVE HEADOUARTERS
Produced by: Liberian Information Service - 1963

Chapter 2

Liberian Trade and Market Factors

RECENT TRADE FIGURES reflect the extraordinary growth of the economy. Iron ore has emerged recently as the most important export, replacing natural rubber, which was the backbone of the export economy for years. In 1953 iron ore exports amounted to only about $6 million, but in 1962 they amounted to more than $32 million. Rubber exports, which were some $21 million in 1953, increased to about $26 million by 1962. Iron ore is expected to comprise an increasing share of the export total in the next few years as mines beginning or about to enter production reach normal levels of output (tables 2 and 3).

PATTERNS AND TRENDS

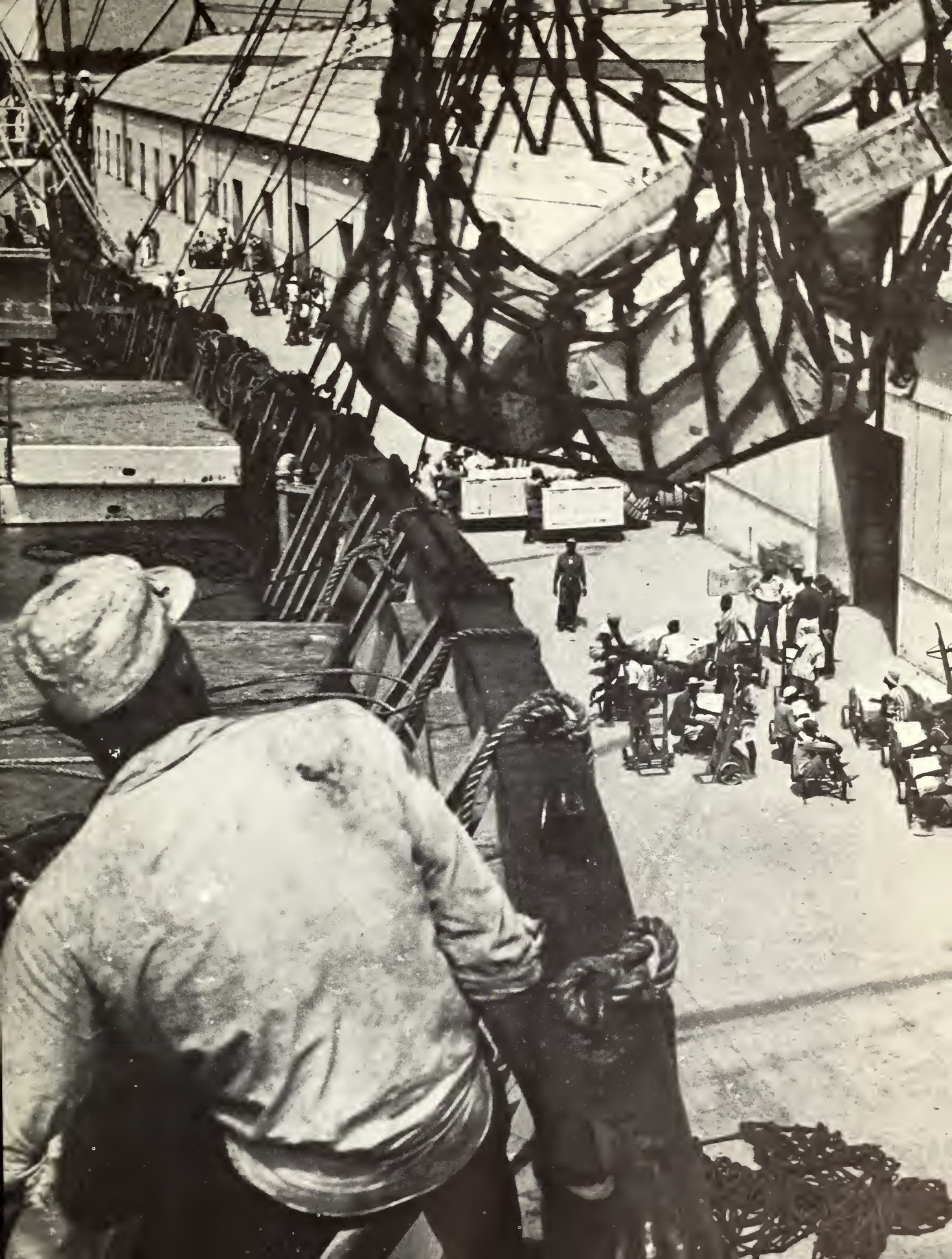
During the 1953-62 period diamonds became a sizable export, their value of trade increasing from less than $500,000 to nearly $5 million.

Imports recorded a phenomenal increase during the 1953-62 period, as illustrated by the data in table 3. The value of imports of nearly all categories of goods rose, but the largest increases were in manufactured goods, and in machinery and transport equipment, much of which was used in the development of iron mines. Increases in other categories resulted in large part from demand created by the construction activity associated with mine development. Also, the influx of expatriate workers from Europe and the United States drawn by the mining and construction industries undoubtedly strengthened demand for imported goods.

The pattern of Liberia's trade changed somewhat during the 1953-62 period. The United States, although it remained Liberia's most important trading partner by a significant margin, lost ground both as a buyer and as a supplier. Its share of Liberian exports dropped from more than 80% in the mid-1950's to about 45% in the early 1960's. This decline also stemmed from the development of the iron ore industry, which shipped a large share of its increased output to Europe. The change in the export pattern is illustrated in table 4.

Imports from the United States increased from some $13 million to $57 million (nearly 340 percent) from 1953 through 1962 (see table 5), largely because of increased sales of machinery, transport equipment, and manufactured goods generated by large U.S. investments. However, the U.S. share of total imports de-

CARGO SWINGS TO SHORE: Ship unloads in the Free Port of Monrovia, one of the better ports in West Africa.



clined somewhat during the period, from roughly 67 percent to 43 percent. Much of this decline may be attributed to increased investments in Liberia by other countries—notably West Germany and Sweden—which resulted in large imports from the home countries. Some part of the decline was due to increased sales by other industrial nations, such as Italy, Japan, and Denmark. Although none of those nations alone is a major supplier, their aggregate share increased at the expense of more traditional trading partners.

MARKET FACTORS

The most direct determinants of the market for consumption goods in Liberia, as elsewhere, are population and income. These also are indirectly related to demand for production goods. The producer's goods market is largely dependent on the country's economic development efforts, which in turn depend to a great extent on the financial aid provided by foreign governments and the inflow of private foreign investments in industry.

Information on these key market factors is somewhat sketchy, particularly that on population and income.

Liberia's population is estimated at somewhat more than 1 million persons, a figure expected to be confirmed by data from a recent census, not yet released. A preliminary sampling of this data indicates certain population characteristics. Data in table 6 are based on this sampling.

Liberia's urban population is heaviest along the coast and near main interior roads. Monrovia, the country's capital, commercial center, and chief seaport, has a population estimated at 80,000 persons. Other port cities—Buchanan, Harper, and Greenville—are population centers, although much smaller than Monrovia. Other cities are located on or near the large rubber growing and iron mining concessions. Interior towns of moderate size include Gbarnga, Ganta, Kakata, Sanniquellie, Suakoko, and Voinjama, which are located along or near main roads.

The majority of Liberia's inhabitants belong to the country's nearly 30 tribes. However, an estimated 45,000 are descendants of the freed slaves who came as immigrants from the United States and established the nation. More than 20,000 aliens are reported to be living in Liberia, about half of them non-African.

Liberia has a young population; approximately 30% of all inhabitants are under 10 years of age, according to preliminary census data.

The total labor force is estimated at 300,000 persons, most of whom are outside the monetary economy. Roughly 42% of all males and some 22% of all females are employed or seeking employment. An estimated 74% of the total labor force is engaged in agriculture and some 6% in other primary production—mining, hunting, and fishing. Another 6% is employed in manufacturing and construction, while the remaining 14% is employed in service occupations, including commerce, finance, Government, transportation, and communications.

Less than one-third of the labor force is employed full time in the monetary economy. Of these, nearly half work at foreign concession sites. Roughly 5,000 to 6,000 are non-Africans. They hold a significant share of the salaried non-Government positions.

Most Liberians with professional and technical training work for the Government.

Labor is imperfectly distributed among sectors of the monetary economy. Some places—notably around the mines—have occasional labor surpluses, while agricultural enterprises are often in need of additional workers.

The national income schedule in table 7 offers a very rough benchmark for estimating aggregate income, but recent projections from these data vary widely. Thus, for 1963, estimates of gross national product ranged from approximately $100 million to about $185 million. Because suitable statistical data are lacking, differing assumptions apparently were made on the behavior of various income components.

National income statistics indicate that average per capita income ranges somewhere between $100 and $185 a year, but these statistics are inadequate and present an unrealistic picture. Actually, most Liberians are largely outside the monetary economy and their money earnings result from occasional sales of agricultural produce, so their average per capita income probably would amount to some $40 to $60 a year. The minority of the population that work for wages or that receive business or property income might receive yearly incomes of several hundred dollars. A small group of wealthy Liberians and many expatriates have incomes comparable to those of their counterparts in Europe or North America.

The following schedule of wage rates, while not comprehensive, appears to be fairly representative for workers in the monetary economy:

Rubber plantations—Minimum wage is 64 cents a day with an additional 15% to 25% in fringe benefits, such as subsidized food, free medical treatment, housing, and schools.

FREE PORT OF MONROVIA: One of the world's free ports is located at Monrovia, Liberia, on the Atlantic Ocean.

Mining—Minimum wages for unskilled labor are 15 cents an hour. The wages for semiskilled labor generally range from 25 to 35 cents an hour. Wages for skilled workers normally are 35 to 50 cents an hour. Most mining concerns also provide some fringe benefits similar to those provided by rubber concessionaires.

Construction—The minimum wage for unskilled construction workers is 15 cents an hour. Few, if any, fringe benefits are provided normally.

Commerce and banking—Representative monthly salaries in commercial and banking enterprises are: Messenger, $25; clerk, $60 to $90; typist, $75 to $80; stenographer, $150 to $180; teller, 100 to 120; and department head, 200 to $250. Workers in these enterprises generally receive little in the way of fringe benefits.

Government—Representative monthly salaries in Government service are: Messenger, $25; typist, $75 to $125; professional civil servants, $250 to $350; department directors and secretaries, $500.

ECONOMIC DEVELOPMENT

Liberia is only beginning to formulate a comprehensive, long-range program for economic development. The task of devising the development strategy is a primary function of the National Planning Agency

—NPA which was established in 1962. This agency's Office of National Planning—ONP is now engaged in drafting a 5-year development plan which will mark the first stage of the long-range effort. The NPA is also charged with coordinating the efforts of Liberian Government agencies concerned with various aspects of economic development. Technical assistance has been supplied to the NPA by several institutions, including the United Nations and Klein and Saks, a private U.S. consulting firm, under contract to help the planning agency.

The first phase of the long-range development program will probably be characterized by intensive investment in infrastructure, agriculture, agricultural processing industries, and education. It is expected that investment in the public sector will be comparatively heavy, and attempts will be made to direct Government resources—to the extent possible within the framework of the fiscal austerity program—into capital expenditures.

The austerity program limits flexibility in public finance. Debt service will require one-fourth of Government revenues for the next 3 to 5 years. Consequently, the success of the development program will require external aid in the form of long-term loans from foreign governments and international institutions. Several such loans for infrastructure projects have been arranged.

The first 5-year plan is expected to spell out in detail the priorities and targets for achieving the first phase of development. It will probably incorporate development projects now scheduled or underway, and point the direction for future undertakings.

Central to the plan will be continuation of Operation Production, a scheme announced late in 1963 by President William V. S. Tubman, aimed at encouraging Liberians to grow food crops—particularly rice—so that the country will be self-sufficient in food supplies.

In emphasizing increased agricultural production, the Government is not overlooking the need for continued industrial development. Liberia is largely dependent on private investment capital for its industrial development. The Government commitment to private enterprise is reflected in its open door policy toward foreign investment and in the fact that the Government generally has not invested in industrial projects other than such industrial infrastructure developments as iron mines, an airline, and a shipping venture.

The Liberian Development Corportation—LDC, an independent Government-owned corporation, has the primary responsibility for bringing about industrial development by attracting foreign investment and by aiding Liberian industrial enterprises. It works closely with the NPA. The U.S. Agency for International Development—AID assists LDC by financing the services of Checci and Co. (a private U.S. consulting organization), which provides LDC with a technical staff. The Development Corporation considers the feasibility of possible investment projects and offers technical and other assistance to prospective investors as well as to industrial firms already in Liberia. The LDC also helps administer Liberia's investment incentive program, which includes liberal tax and tariff relief, low-rent industrial land, and, where necessary and desirable, tariff protection for infant industries.

The Government has taken several other steps to attract and assist private investors. It is completing plans for the Liberian Development Bank, which has support from several foreign financial institutions, and is to begin operations in 1965. Also, work is proceeding on the formulation of an investment code, and its adoption is expected soon.

A major obstacle to the creation of a viable industrial base in Liberia is the small market. To enlarge the potential market and so increase the feasibility of certain industrial projects, President Tubman early in 1964 proposed the establishment of a free trade area among Liberia and its closest neighbors—Sierra Leone, Guinea, and the Ivory Coast. Negotiations aimed toward the establishment of this combination were begun in August 1964. As presently envisioned, the regional grouping would allow goods manufactured in one of the countries to be shipped freely into all of the others, thus creating a market capable of supporting industries that none of the countries could support individually.

Coordination and improvement of transportation among the four countries appears to be essential in any scheme for regional development. Present overland routes between the countries would probably need extensive improvement so that high transportation costs would not erase many of the benefits of the free-trade system.

UNITED STATES AID

The United States is and has been the leading donor of foreign aid to Liberia. The first major achievement of its assistance was construction of the Free Port of Monrovia in 1948 under a Lend Lease agreement. During the 1950's and early 1960's, U.S. aid centered on grants for technical assistance, education, and community development. In addition, the Export-Import Bank of Washington made loans for road building and development of public utilities.

In recent years, the Agency for International Development—AID has extended large, long-term loans to Liberia to finance specific projects, such as the loan of $24.3 million toward construction of a $27-million hydroelectric generating system on the St. Paul River about 15 miles from Monrovia. This project, scheduled for completion about 1966, is to have an initial generating capacity of 30,000 kw. and an eventual output of 90,000 kw. It will carry power over some 150 miles of transmission line to areas not now served. AID has also extended a loan covering the major cost of construction of a $6-million medical center at Monrovia. The center will incorporate a new medical arts training facility and an existing maternity center, in addition to a new general hospital. A major function of the center will be to train subprofessional medical personnel to assist the country's doctors in meeting the medical needs of the population.

Other AID assistance for projects in Monrovia are a loan of $1.7 million toward a new junior-senior high school and authorization of $350,000 for construction of an elementary school and $7 million for use in construction of a modern water supply system.

In addition to loans, AID is providing grants for construction of schools in rural areas and for an additional elementary school in Monrovia.

AID grant support is also being used for rural area development programs, farm-to-market access roads, and technical assistance. The technical assistance goes to several Government agencies and functions, including the Liberian Development Corporation, Bureau of Statistics, National Planning Agency, Department of Education, and Department of Public Works and Utilities.

Efforts are also underway to improve the Public Law 480 program in Liberia to enable generation of development funds from the proceeds accruing there from the distribution of U.S. surplus agricultural commodities.

OTHER AID

A number of governments and international agencies are providing aid in the form of loans and technical assistance. The West German Government is aiding the road construction program with an $8.5-million loan for roads which will open up hitherto inaccessible sections of the country. An International Bank for Reconstruction and Development loan of some $3.3 million is also being used for road construction and maintenance. Loans to aid in debt servicing have been received from the International Monetary Fund.

In addition, the United Nations, Israel, Taiwan, West Germany, Sweden, France, the United Kingdom, Switzerland, and Italy have provided aid, technical assistance, and other services.

TIERS OF RICH IRON ORE: Liberia joins the ranks of world producers of this product. Iron ore is its major export.

Chapter 3

A MODERATE RISE is expected in the market for consumption goods in Liberia in the next few years. Economic development is expected to continue, and an increasing number of Liberians will be drawn into the monetary economy.

The Market

Many Liberians have more discretion in the spending of their small cash incomes than might be expected. Most consumers in the lower and middle economic levels live in housing which they construct for the most part from native materials. Their diets consist largely of traditional foods, such as rice, yams, piassava, and the like. Consequently, they may opt to spend large proportions of any money incomes for processed or manufactured items.

Liberian consumers may be divided into three general groups. The first category comprises the two-thirds of the total population whose income and consumption levels are low. This group is composed of those tribal elements who are attached to the monetary economy only marginally—if at all—by virtue of income received from occasional sales of agricultural commodities; and of unskilled workers who are not regularly employed in the monetary sector.

A second consumer category is composed largely of regularly employed workers and administrative employees in private business, and workers in government. Individuals in this group have somewhat higher average incomes and stronger commitments to the monetary economy than those in the first group.

The third group, at the top of the income scale, consists of a few thousand well-to-do Liberians plus most of the expatriate community. Their consumption habits are roughly comparable to those of persons with comfortable incomes in industrialized countries.

The two lower income groups have similar consumption patterns, but differ in geographical location and in level of per capita income. The lowest income group is predominately rural, while the middle-income workers are found largely in urban areas. The urban middle-income group, with its greater spending discretion, tends to emulate the actions of the highest income consumers.

Members of the two lower income categories are major purchasers of trade commodities such as cotton piece goods, simple handtools, cooking utensils, lanterns, and the canned and processed foods that provide some diet variety. Their housing is of similar quality.

Both the lower and middle income groups consume most of their money incomes. Purchased items other than some basic necessities are largely imported. Modern dress is usually among the first purchases made from discretionary income. Simple household furniture is often bought next, then one or more prestige items, such a transistor radio or watch. After basic needs have been minimally satisfied, additional modern dress is generally the most important purchase. Housing is upgraded very slowly. Diets normally are not changed radically; however, as incomes rise, more of the imported prepared foods are purchased.

for Selected

The highest income group purchases most of the more sophisticated processed foods, the quality clothing, household appliances, stylish furniture, and gadgets. Although small in number, these consumers command a very large share of the total consumer purchasing power, and they act as the style leaders and innovators for the middle-income group.

As a general rule, members of all three consumer groups are conscious of quality. The high-income educated consumer is familiar with product characteristics, and quality, along with prestige value, seems quite important in influencing buying decisions. The middle-income consumer tends to value brand reputation over quality or price when purchasing products which are perceived to add prestige to the user. Con-

sumers in both the middle and lower income groups place great emphasis on quality—they desire the best possible product it is in their limited ability to buy. They are often able to judge quality objectively, especially of staple items, such as footwear or household utensils, the useful life of which may vary widely according to quality. Although price is most important, these consumers are extremely loyal to brands that please them. A brand with a reputation for high quality is often able to outsell brands that may cost considerably less. Brand loyalty and the inherent conservatism of many Liberian consumers often make the introduction of new products difficult. However, brand loyalty can be an asset to the trader and may be well worth the time and money required to establish it.

Although primarily an agricultural nation, Liberia imports many foods (see table 8).

The largest single import commodity, by value, is rice. Rice imports have tended to increase in recent years as domestic production failed to keep pace with demand. Programs aimed at making the country self sufficient in rice are being given high priority by the Government and, if successful, could cut requirements for rice imports.

U.S. goods have accounted recently for about half of Liberia's food imports, mainly because of large rice sales. The United States also supplies wheat flour, meats, and processed fruits and vegetables. The Netherlands, with 15% of the market for imported foods, is

the next largest supplier. West Germany, the United Kingdom, Denmark, and Italy each supply 5%.

Imports of rice, fresh vegetables, poultry, and fish products may decline owing to agricultural programs, but the potential market for most processed foods appears good. It seems probable that the level of demand for processed foods when supported by the high-income elements of society will be maintained. And, given a moderate rate of economic growth, purchases by consumers in the lower economic levels will probably increase as a greater proportion of the population becomes more closely involved in the monetary economy.

Rice, flour, canned meats and fish, tomato sauce, bouillon cubes, milk (canned, dried, or reconstituted), cookies, crackers, and similar products are major selling items in the principal retail outlets—the general store and market women. These products—except for rice—are used as supplements to the traditional Liberian diet of cassava, yams, fresh fish, and limited amounts of locally butchered meat and poultry. Rice is a diet staple in itself.

Canned soups, canned meats, flour, cake mixes, and chicken parts appear to sell well in the new supermarkets that have been established recently in Monrovia. Frozen foods are prominently displayed, although their potential is somewhat limited because relatively few homes are equipped with refrigerators. Canned fruits and vegetables are staple items in steady demand. Fresh vegetables would sell extremely well if they could be delivered in quantity at reasonable prices without high rates of spoilage. Markets have difficulty in maintaining stocks of these garden crops.

Price is an important factor in food sales. Merchants report that unless brand consciousness is extremely strong, preferences will break down in the face of significant price differentials. Supermarket managers report that U.S. goods are preferred for quality and attractiveness of packaging; however, consumers will not pay premium prices for staples that are comparable, but cheaper, in other brands.

Imports of alcoholic beverages have increased recently, as can be seen in table 9. This is one important area in which U.S. products have only a tiny fraction of the market. European liquors, particularly certain brands of gin and scotch, appear well entrenched, but strong promotional efforts by U.S. firms might be able to overcome at least part of this lead. Wines, which are only beginning to be consumed in quantity, might be a reasonably good sales prospect.

Several bottling plants produce a variety of soft drinks in Liberia, so the market for this type of beverage is limited to a few specialty types.

Beer is produced, but the industry is young, and significant quantities are imported. A 1963 protective tariff on beer reportedly reduced imports substantially.

The United States holds the major share of the Liberian market for tobacco products. U.S. cigarettes are best sellers by a wide margin.

Clothing and textiles are the next largest category of consumer goods imports. Much of the demand, as can be seen from table 10, is for cotton piece goods. The market for readymade clothing has grown rapidly.

The brightly colored cotton prints for the traditional robes and dresses of the Liberians are imported mainly from the United Kingdom and the Netherlands. Significant amounts of cotton textiles are imported from the United States.

Men have adopted Western styles of clothing, although many still wear the traditional robes. Women, except for the members of the wealthiest group, generally wear dresses made from the colorful prints.

In the market for readymade clothing, U.S. products and styles are pace setters. Moderately priced men's suits, shirts, and sportswear are in steady demand and appear to have a good potential. Wash-and-wear styles in newer fabrics appear to have very good prospects generally, but especially for men. The market for women's clothing also seems to be expanding.

A few clothing specialty shops have been established in recent years, but most clothing is still distributed by general merchants.

As in other parts of West Africa, children's wear is in brisk demand. Most urban school-age children are dressed in modern styles even though their parents may wear traditional clothing.

The market for leather footwear is steady and may expand. A new factory producing a variety of plastic, rubber, and canvas shoes will probably absorb a large share of the present market for nonleather footwear.

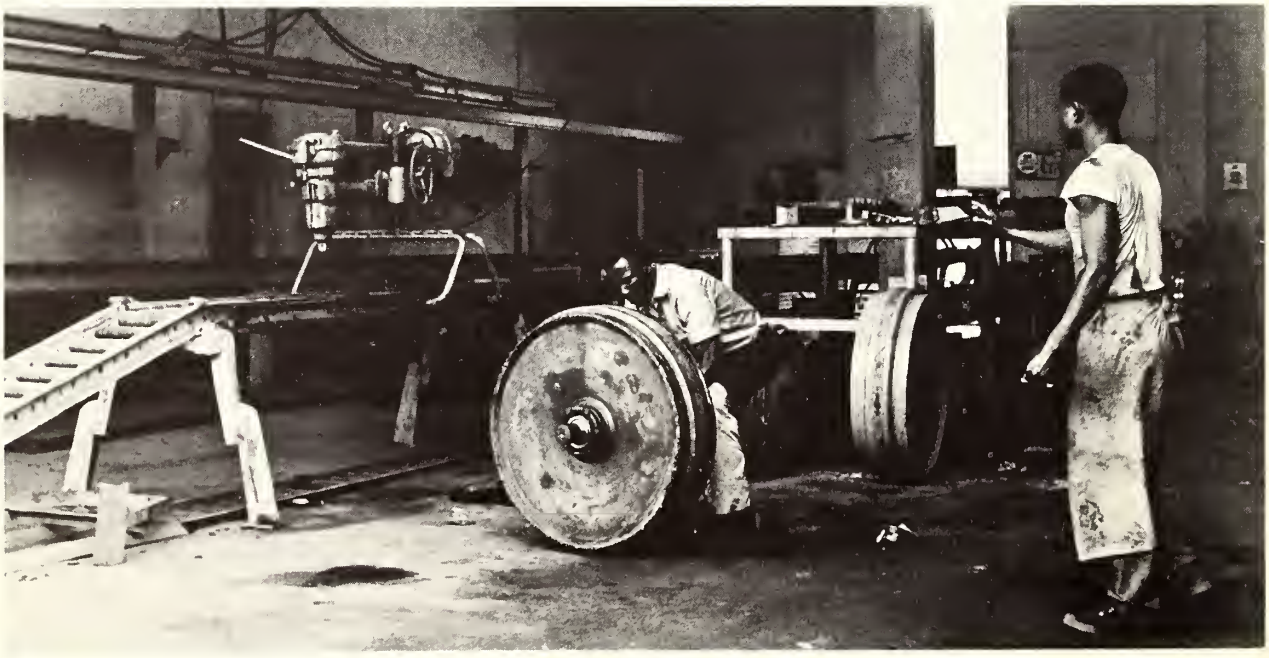
There is an active and growing market for patent medicines, pharmaceuticals, cosmetics, cleansers, and similar products. See table 11. Dietary deficiencies and imbalances are common and engender widespread use of tonic preparations and laxatives. The pervalence of diseases makes necessary the use of antibiotics, antiseptics, and antimalarial drugs.

Most drugs, patent medicines, and pharmaceuticals are imported from Europe, mainly from the United Kingdom and West Germany. Since many of the drugs are made in the plants of large international firms, brand names familiar to Americans are often displayed.

As medical facilities in Liberia are improved and subprofessional medical personnel are trained, the demand for drugs may increase.

Use of cosmetic preparations is fairly widespread, at least in urban centers. Here, again, most of the imports are from Europe. Since most patent cosmetics are luxury items, demand varies with income.

Soaps and detergents of all kinds sell well in the consumer market. They command great brand loyalty; one familiar brand name is almost a synonym for all detergents. Again, most imports of these items are produced in European plants of internationally known firms.



EASY DOES IT: Mechanic rolls large wheel into place in this heavy equipment repair shop in Liberia.

FURNITURE DISPLAY ROOM: Modern furniture of this type is becoming more popular in Liberia.

Scheduled improvements in electric power supplies and domestic water and sewage systems should have a beneficial effect on the demand in urban areas for consumer durables such as household refrigerators, stoves, air conditioners and other sophisticated appliances. However, the market will still be limited to a comparatively small segment of the population with enough money to buy this equipment. Imports of selected electrical equipment and household appliances in recent years are shown in table 12.

Because of Liberia's climate, air-conditioning and refrigeration equipment is particularly desirable. Air conditioners presently are in good demand and can be expected to continue popular as the economy grows. U.S. products are the acknowledged leaders.

There should be a fair market in other household appliances, such as refrigerators and stoves, for U.S. products that can face the stiff price competition from European firms.

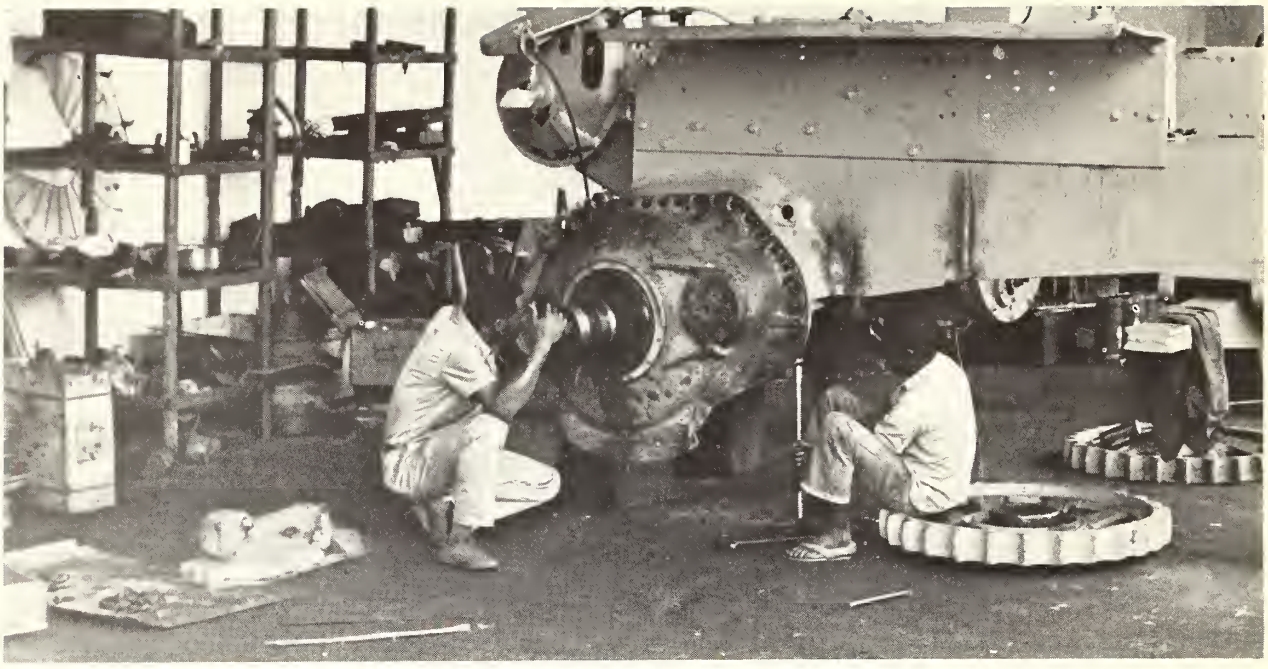
If recent trends continue, radios and record players will command a good market. Radios, particularly transistor types with shortwave bands, have been best-selling durable items in late years. However, few U.S. radios and phonographs are bought. The market for radios has been dominated by well-designed, reasonably priced German, Japanese, and Dutch types. To improve their position in this market, U.S. radios must compete in both design and price.

Television sets might become a significant sales item. Liberia's first television station was opened in early 1964. A British firm now has a monopoly on imports of TV sets.

In the traditional market, consumer durables, such as pots and pans of iron and enamelware, buckets, lanterns, machetes, and similar small hardware items, are chief components of trade. These are supplied mainly by European countries, but the United States has a moderate share of the market. If small industrial enterprises to manufacture enamelware and buckets are established as planned, this market may be cut.

Furniture appears to have greater market potential than most other lines of consumer durable goods. Liberians becoming established in the monetary economy quite often purchase simple, basic items of furniture, such as beds, tables, and chairs, as soon as they become financially able, acquiring more elaborate furniture and fixtures as they move up the economic ladder. Requirements for furniture are met by both domestic production and imports, the domestic items filling a significant part of the furniture needs of the lowest economic classes. The needs of the middle class are met by both domestic and imported items, while the needs of the upper classes are met mostly by imports. Some concessionaires have shops for construction of furniture to meet part of their sales.

Merchants report that there is a steady market for beds, particularly types that can be sold for $50 or less. Chairs which could retail at $5-$7 could also be sold readily. Much of the stylish furniture sold in Monrovia is imported from Europe. Mostly of the Scandi-



LIBERIAN MECHANICS: A gift for machine work can make use of precision methods and tools.

navian modern type, it is often designed so that it can be imported in dismantled form and assembled at the point of destination, thus reducing shipping and packing costs as well as damage in transit. The only significant sales of U.S. furniture at present are made to concessionaires and to the highest-income consumers.

CAPITAL AND PRODUCERS GOODS

The demand for capital and producers goods will be determined very largely by the success of Liberia's economic development program. Government projects will probably absorb a major share of these types of goods in the immediate and medium-term future. Imports are not likely to reach the abnormally high levels of recent years when private development of iron mines was the main market force.

Private-sector imports of capital and producers goods will likely be relatively small. Replacement and purchases by established concessionaires will account for significant proportions of the total private demand, as will impending investment in timber and in industries such as an oil refinery.

The demand for mining and construction machinery is almost certain to decline soon from the peak reached recently when the new iron ore mines were being equipped. However, development projects and new timber ventures will probably require some heavy equipment. Prospects for sales of spare parts and replacement equipment should be fairly good.

As the data in table 13 show, building materials have been an important component of Liberia's imports. A good demand for many types of these materials is expected for the next few years.

Planned development projects will require significant amounts of basic building materials, such as cement, structural steel, and reinforcement rods. Pipe for water and sewage systems also will be needed. Demand for building components, such as roofing sheets, wallboard, plywood, and building and plumbing fixtures, may be sluggish. However, as utilities services improve, demand for plumbing and electrical fixtures should increase.

A recently established local paint factory may preempt the market for paints and allied finishes.

Prefabricated buildings appear to have potential, although the market has been irregular.

U.S. suppliers face difficulties in marketing some types of building materials—cement, steel rods, zinc-coated roofing sheets, to name a few—because of large differentials in landed cost between U.S. and European products.

Long-range agricultural development should stimulate the present small market for agricultural machinery and equipment, much of which now consists of hand implements—hoes, shovels, machetes, axes. Some power machinery is sold, mostly to large plantations.

Government agricultural programs and availability of agricultural credit will to a large extent determine the outlook for agricultural machinery and equipment. If the programs succeed and credit is more available, demand may increase not only for implements, but also for simple machine tools, milling and irrigation equipment, seeds, and agricultural chemicals.

Transportation equipment will be in continuing demand but, like construction machinery, at a much lower level than in recent years. The demand for railroad equipment, in particular, will fall. Nearly all transportation equipment needed for mining operations is now in place. (For imports of selected machinery and transport equipment in 1960-62, see table 14.)

For motor vehicles, the prospects are somewhat brighter. The continued extension and improvement of Liberia's road system should result in increased use of most types of vehicles.

The market for private vehicles, while it may not measure up to the levels of the recent past, should continue to be steady. Because of the adverse climate, the useful life of vehicles is relatively short.

Small cars are the most popular vehicles in Liberia. They are used almost exclusively in taxi fleets. Most are imported from Europe, but a few from the United States. More U.S. compacts apparently could be sold if their prices were competitive and their servicing were adequate.

U.S. suppliers have traditionally held a major share of the prestige auto market.

Immediate demand for trucks and heavy vehicles may not continue to equal that in recent years. However, the replacement market should be fairly good because this equipment wears out quickly owing to rather severe operating conditions.

From 1954 to 1963, the number of registered vehicles increased from 1,450 to 10,170. The 1963 figure includes 4,837 private cars, 3,601 trucks, 198 buses, and 1,334 taxis.

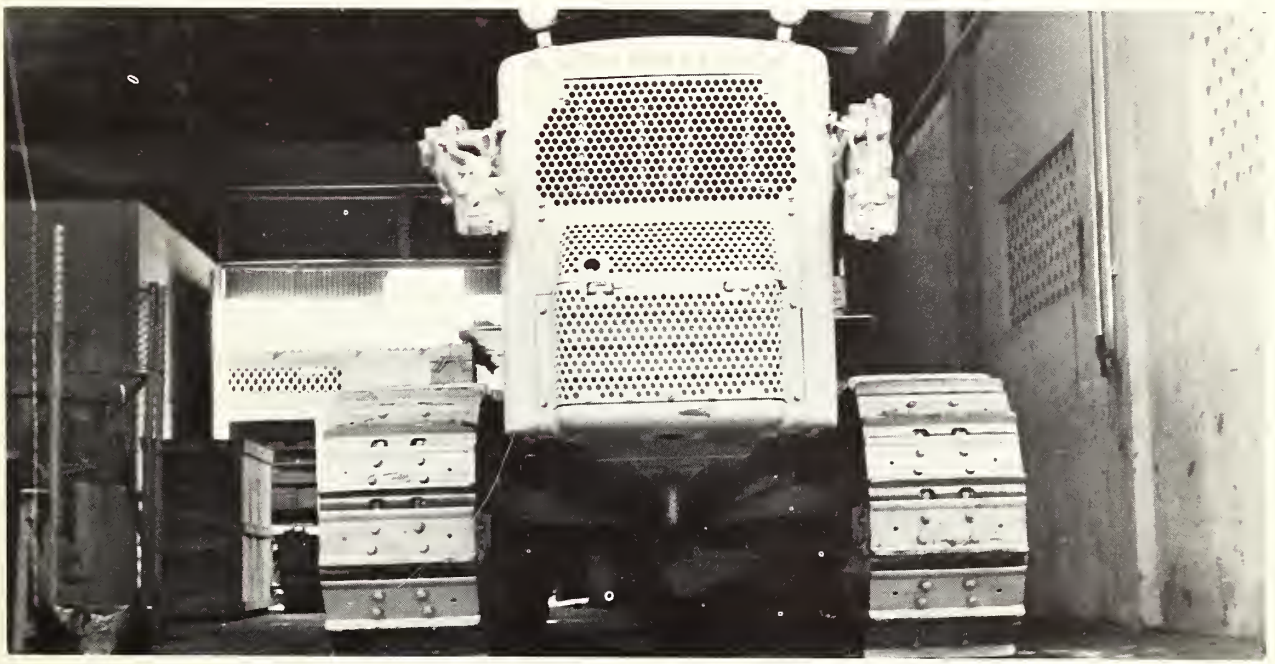
Small hardware items—tools and containers—should continue in fair demand and offer potential for U.S. sales, although competition from other suppliers for many of the items may be keen.

Prospects for electrical equipment appear fairly bright, as the supply of electric power will be increased when the hydroelectric project at Mt. Coffee near Monrovia is completed. The market for commercial air-conditioning equipment particularly should benefit.

Office equipment, including typewriters and accounting machines, could offer sales opportunities as businesses and Government enlarge and modernize their recordkeeping systems. Imports have increased significantly in recent years, although the volume is still small, amounting to roughly $200,000 a year.

Sales of office furniture—most of which are made to Government agencies—are likely to lag because of Liberia's current austerity program.

Import data for 1960-62 for a representative group of items in the miscellaneous category are shown in table 15.



CAPITAL GOODS: Librarian purchases of producers equipment depend on development of the nation's resources.

Chapter 4

Distribution

TRADE AND DISTRIBUTION are predominantly in the hands of large, mostly European-owned trading companies and small Lebanese merchants. Several mining and rubber concessionaires operate still other trading organizations to serve their own needs. Relatively few Liberians are engaged in trade.

The large trading firms sell both retail and wholesale in varying degrees, but most of them have largely dropped retailing functions. These big firms account for much of the import trade.

There is some functional overlap among all classes of traders in Liberia. The small or moderate-size Lebanese retail merchants often import a minor portion of their stocks on their own. They handle most of the retail, nondurable, consumer goods trade. In many cases, they also wholesale to other merchants with whom they have close relationships, and to trading outlets or "market women" operating in the interior of the country.

Liberia is still largely in the general store stage of mercantile development, most traders at both the retail and wholesale levels handling wide varieties of merchandise. However, there is some trend toward specialized merchandise lines. Grocery supermarkets have appeared, some stores are specializing largely in clothing or furniture, and large companies increasingly concentrate on technical items. But department store merchandising—the general store concept on a grand scale—has not yet been developed.

Although a few firms specialize in specific types of capital equipment, such as heavy construction machinery and building materials, most capital goods are marketed through the large expatriate trading companies, which are often agents for a number of noncompeting lines. The recent trend in operations of these firms has been to devote more of their facilities to sales of capital equipment and consumer durables and to withdraw from the general consumer goods market. The size and financial strength of these companies give them a comparative advantage where servicing and stocking of parts are important, while their high overhead costs make difficult their competing with small importer-retailers in consumer marketing.

Competition among distributors at the retail level is extremely keen. This situation tends to produce price fluctuations and contributes to some market instability. There is also free entry to and exit from the market, so that patterns of distribution are usually changing as some retail outlets close and others are established.

Profit margins fluctuate. It is not unusual for some lines to sell at little or no profit and others at very high markups. The smaller retailers sometimes sell at below landed cost. This is done normally to pay off creditors in the elaborate credit network used by these mer-

GOODS IN STORAGE: Merchandise sent to Liberia should be packe

chants. Some of the larger trading companies indicate that it is quite difficult to maintain profits on many products unless they have exclusive agency rights.

TRANSPORTATION

The main seaport in Liberia is the Free Port of Monrovia, built in 1948 under the U.S. Lend-Lease Program, and purchased by the Liberian Government in May 1964. It is operated by the Monrovia Port Management Co., a private firm, which acts as the agent of the Government.

An artificial harbor constructed by extending stone breakwaters out from shore, Monrovia is regarded as one of the better ports in West Africa. Facilities include some 2,000 feet of general cargo wharf, three finger piers for loading iron ore, a tanker berth, and warehouse and storage space, including oil and latex storage tanks. Private cold storage facilities are also operated in the port area.

Within the free port area, imported goods can be processed and reshipped without paying Liberian customs duties. Although its use has increased in recent years, the free port is still a minor part of the entire port's total business.

A second major port has been constructed at Buchanan by Liberian American Swedish Minerals Company, LAMCO, for shipment of iron ore. When all facilities are completed, the port will also handle general commercial cargo.

Small ports located at Harper and Greenville are used mainly for export of agricultural products and timber.

In 1952, Liberia had only 250 miles of road, of which 12 miles were paved and 42 miles, laterite-surfaced. By 1964, the country's road network amounted to approximately 1,700 miles, 170 miles of it paved and 1,000 miles, all-weather surfaced. These highways constitute a key component in Liberia's inland transportation system.

Even with the progress which should be achieved by the end of this decade, Liberia's total road mileage will be small compared with that of other West African countries.

In many sections of Liberia's hinterland, which have not yet been reached by rail and the expanding road network, trails are the principal arteries for transportation. Inland waterways have steep gradients and almost continuous rocky rapids, but they also provide some means of communication and transportation. To improve them beyond the coastal plains would appear to be extremely difficult.

Three railways were in operation and one was under construction at the end of 1963. All were constructed in connection with iron mining operations. The lines are not connected. Although they are now used for hauling ore and freight for the mining concessionaires, they might at some future date be used to carry general freight and passengers. Some have been considered for hauling timber from the interior to the coast for export.

Total rail mileage when all lines are completed will be approximately 320 miles.

International air carriers serve Liberia through the facilities of the international airport at Robertsfield, about 50 miles east of Monrovia. Originally built during World War II, this field is now equipped to handle large jet aircraft, and its facilities are being improved. About a dozen U.S., European, and African airlines operate regularly scheduled flights through Robertsfield.

A secondary airport, Spriggs-Payne Field, is located at Monrovia. From this field, Liberian National Airways operates flights to various points in Liberia, and to Sierra Leone.

Air taxi service is available from Monrovia to many small airfields and landing strips throughout Liberia.

FINANCE

Credit is widely employed in the Liberian economy. Arrangements range from such usual commercial types as open account, letters of credit, and short-term bank financing to the complex family and personal credit relationships common among small traders and merchants.

The larger trading companies usually are not a serious credit problem for the exporter. Most of them are well established and are financially durable. Some prefer not to purchase on credit.

in containers as sturdy as strong wooden boxes.

Credit should be extended to most medium-size and small traders—both retail and wholesale—only after prudent inevstigation. Most of these traders find it necessary to use credit both in purchases and sales. Many are worthwhile risks but some are not. Credit collection is cumbersome and can be costly and time consuming. Results are often disappointing.

There are no credit reference organizations in Liberia; therefore, the banks operating in the country offer the best available source of credit information. Businessmen would be well advised, however, to supplement these reports with others, such as the World Trade Directory Reports of the U.S. Department of Commerce.

Seven banks in Liberia offer a normal range of local and international banking services. All are located in Monrovia but at least two also operate branches or mobile units in other localities—principally in the new population centers near concession sites, or in the older towns along the coast. Five of the seven banks are owned wholly or partially by U.S. banks.

The seven major banks in Monrovia are:

The Bank of Monrovia, Ashmun Street, an affiliate of the First National City Bank of New York.

The Bank of Liberia, corner of Carey and Warren Streets, owned and operated by Liberians, an affiliate of the Chemical Bank of New York.

Tradevco (The Liberian Trading and Development Bank, Limited), Ashmun Street, a subsidiary of the Mediobanco of Milan and Bankers Trust Company of New York.

The International Trust Company, Broad Street, an associate of International Bank of Washington, D.C.

The Commercial Bank of Liberia, Broad Street, a subsidiary of Intra Bank in Geneva, Switzerland.

The Chase Manhattan Bank of Liberia, Broad Street, an affiliate of the Chase Manhattan Bank of New York.

The Union National Bank of Liberia, Randall Street, an affiliate of the Union National Bank of Beirut.

The U.S. dollar is the basic monetary unit. All U.S. coins and currency in denominations up to $20 circulate. Liberian coins ranging up to $1 in value are also in circulation, and their volume has been expanded in recent years. Establishment of a Liberian currency has been proposed at various times but has not yet been carried out.

FORKLIFT TRUCK: U.S. equipment moves quickly and efficiently these loaded pallets in a Liberian port.

TRADE REGULATIONS

Liberia imposes few trade regulations. There are no import quotas. Special licenses are required only for importation of firearms, ammunition, and pharmaceuticals. Commercial imports of used clothing are prohibited. Import duty rates are generally moderate and are imposed primarily for revenue. Ad valorem duty rates, with minor specific exceptions, range from 0 to 40% of the c.i.f. value. In addition, a Public Highway Fund levy of 5% of the goods' value is charged on all goods, and a surcharge is imposed equal to 15% of the duty paid, if any.

Some organizations and individuals—Government agencies and charitable groups are examples—are exempted from payment of import duties. Certain commodities and products also are exempted, or admitted with nominal duties. These products include some building materials, hand-operated industrial machinery, scientific equipment, animal and poultry feeds, fertilizers, and mining equipment. Foreign concessionaires investing in development projects generally have received exemptions from duties on imports required for the development and operation of their projects.

Imports of certain products, such as alcoholic beverages, tobacco products, perfumes, jewelry, cosmetics, and watches are subject to a luxury tax.

Exports, except shipments of gold on which the Government has a monopoly, are not subject to controls.

BANKING DAY: Money changes hands in a new bank in Monrovia. U.S. currency is the official medium of exchange.

Export duties are applied to gold and other precious metals, diamonds, other precious stones, rubber, and ivory. Exports of agricultural produce, however, are subject to quality controls.

Liberia has relinquished its membership in the General Agreement on Tariffs and Trade (GATT).

Documents required for shipment of goods to Liberia include a certified commercial invoice, a bill of lading or air waybill, and a validated consular invoice for which there is a charge of 1½% of the c.i.f. value of the shipment.

There are no general labeling or marking regulations. However, shippers should mark each package distinctly and number each package to agree with the packing list and consular invoice.

EXCHANGE REGULATIONS

Liberia is free from regulations on foreign exchange.

No controls limit the transfer of earnings, dividends, or royalties. Capital can move freely into and out of the country.

Liberia is a member of the International Monetary Fund, World Bank, International Finance Corporation, and International Development Association.

Government purchases of supplies and materials is centralized to some extent. Requisitions are processed through the Bureau of General Supplies, which is designed to function as a purchasing and accounting agency. However, decisions on what materials are needed often are made by the various Government agencies concerned.

Cabinet agencies in the Liberian Government are the departments of State, Treasury, Justice, Defense, Posts and Telegraph, Internal Affairs, Commerce and Industry, Agriculture, Education, and Public Works and Utilities, the National Public Health Service, and the National Planning Agency.

Other major Governmental bodies and organizations include the Monrovia Power Authority, Liberian National Airlines Corporation, Bureau of Natural Resources and Surveys, Liberian Information Service, and Liberian Development Corporation.

The Liberian Government has maintained a purchasing agent—the Foreign Purchasing Agent for the Government of Liberia, 100 West 42d Street, New York, N. Y., 10036— for several years. The presence of a purchasing agent in the United States, and the Liberian Government's use—as a general rule—of U.S. specifications have given the U.S. manufacturer or supplier some advantage in selling to the Government. However, these factors do not eliminate the desirability of some type of representation in Liberia to maintain contact with agency officials who make buying decisions.

GOVERNMENT REPRESENTATION

The Embassy of the Republic of Liberia in the United States is located at 5201 Sixteenth Street, NW., Washington, D.C. 20011. A Liberian Consulate General is located at 55 West 42d Street, New York, N. Y. 10036. Other Liberian consular offices are in Arcadia, Calif.; Chicago, Ill.; Detroit, Mich.; Houston, Tex.; New Orleans, La.; Philadelphia, Pa.; and Port Arthur, Tex.

The United States maintains an Embassy on United Nations Drive in Monrovia. There are no U.S. consular offices in Liberia. Consular services are performed by the Embassy.

ADVERTISING

Advertising is growing in importance in Liberia, although at the present stage of the country's marketing development its use is still limited. Traders regard advertising campaigns desirable for introducing certain consumer items to the market. However, merchants report that reliance on a single type of advertising usually does not produce results.

Most advertising messages should be simple and direct. Use of display advertising with the product prominently exhibited is often effective. Advertising copy generally should minimize the technical characteristics of the product in favor of appeals to prestige or explanations of the product's benefits.

Advertising media include radio, newspapers, magazines, special publications, movies, and billboards.

Radio station ELBC, owned by the Liberian Broadcasting Corporation in Monrovia, is the only commercial radio station in the country. It broadcasts with both medium- and shortwave-transmitters and covers all of Liberia and portions of Sierra Leone, Ivory Coast, and Ghana. Rates are comparatively low, a 60-second spot announcement in prime time costing about $7.70. The station claims that Liberia has 100,000 radio sets with 6 listeners per set.

Monrovia has three newspapers—two dailies, The Listener Daily and the new Liberian Star; and a biweekly, The Liberian Age. Each claims a circulation of several thousand. There are a number of small local papers—generally published by missionary or other private groups—but the Monrovia papers are the only ones generally used for advertising. Advertising in the Monrovia newspapers costs approximately $1 per column inch.

Some of the leading U.S. and British magazines enjoy a good circulation among the educated elements of both Liberian society and the expatriate community. The international editions of weekly news magazines are popular.

Among the middle classes, pictorial magazines appear to have appeal. A few of these, such as Drum, Flamingo, and the African edition of Ebony, are directed to West Africa and contain articles of local interest. However, foreign pictorials are prominently displayed at most newsstands.

Until recently, several specialized journals were published specifically for Liberia. These were directed at businessmen and the influential elements of the community. Two of the more important journals, the Liberian Chamber of Commerce Journal and the Liberia Annual Review, recently went out of business, leaving a void in the area of trade journalism.

Advertising in the four movies in Monrovia is commonly employed by trading concerns.

Use of billboard advertising is becoming more common.

Point-of-sale advertising and demonstrations are regarded by some merchants as most effective and are used quite extensively. However, demonstration advertising can be expensive.

Television, now in its infancy, may become an important medium in the future.

Several advertising and public relations firms operating in Liberia offer a range of services.

MARKETING TECHNIQUES

The conservatism of many consumers in Liberia often makes difficult the introduction of new products. However, once established, consumer loyalty is an asset in assuring continuing sales.

New products are generally introduced to the market without the elaborate market research techniques employed in the highly industrialized countries. Most often, the new product is ordered in small quantities by a wholesaler who must gamble on whether retailers will be willing to handle the product and on whether the article will be attractive to consumers. Advertising campaigns—mostly on radio, in newspapers, and at the movies—are used extensively, just as are demonstrations and sample giveaways. Occasionally, large trading concerns, often in cooperation with suppliers, have conducted limited surveys of the market for specific products. Market research may be expected to become more important in the future.

Once a product is familiar in the market, manufacturers should resist the temptation to alter its characteristics or packaging in the slightest unless a change is absolutely essential. Minor changes of this type have been known to eliminate products almost completely from the market. If changes are made, great care should be taken to advertise those changes, pointing out that the basic product is the same.

Products which indicate that they are designed especially for Liberia or West Africa are almost certain to meet with sales resistance. Consumers generally want the same articles that are sold in the United States or Europe. They apparently feel that products designed specifically for Africa are inferior.

LOADING FOR EXPORT: Bales of Liberian crepe rubber are moved from dock to holds of a coastal barge.

Some traders are reluctant to take on new lines unless they are assured of promotional support from the suppliers. This is particularly true with the more expensive and technical items on which losses could be relatively large if sales efforts did not succeed.

In some lines, such as luxury goods, the chances for success in selling a product often hinge on its acceptance by some of the leading members of the high-income consumption group. Such acceptance will often lead to purchases by other members of the elite group and by members of the middle class who tend to view the item as a status symbol.

Successful marketing of capital goods and materials in Liberia, as in most of West Africa, often requires much effort and expense. It is important to have qualified agents and, perhaps more crucial, to be able to adequately service the equipment. Also, the ability to provide replacement parts promptly is extremely important.

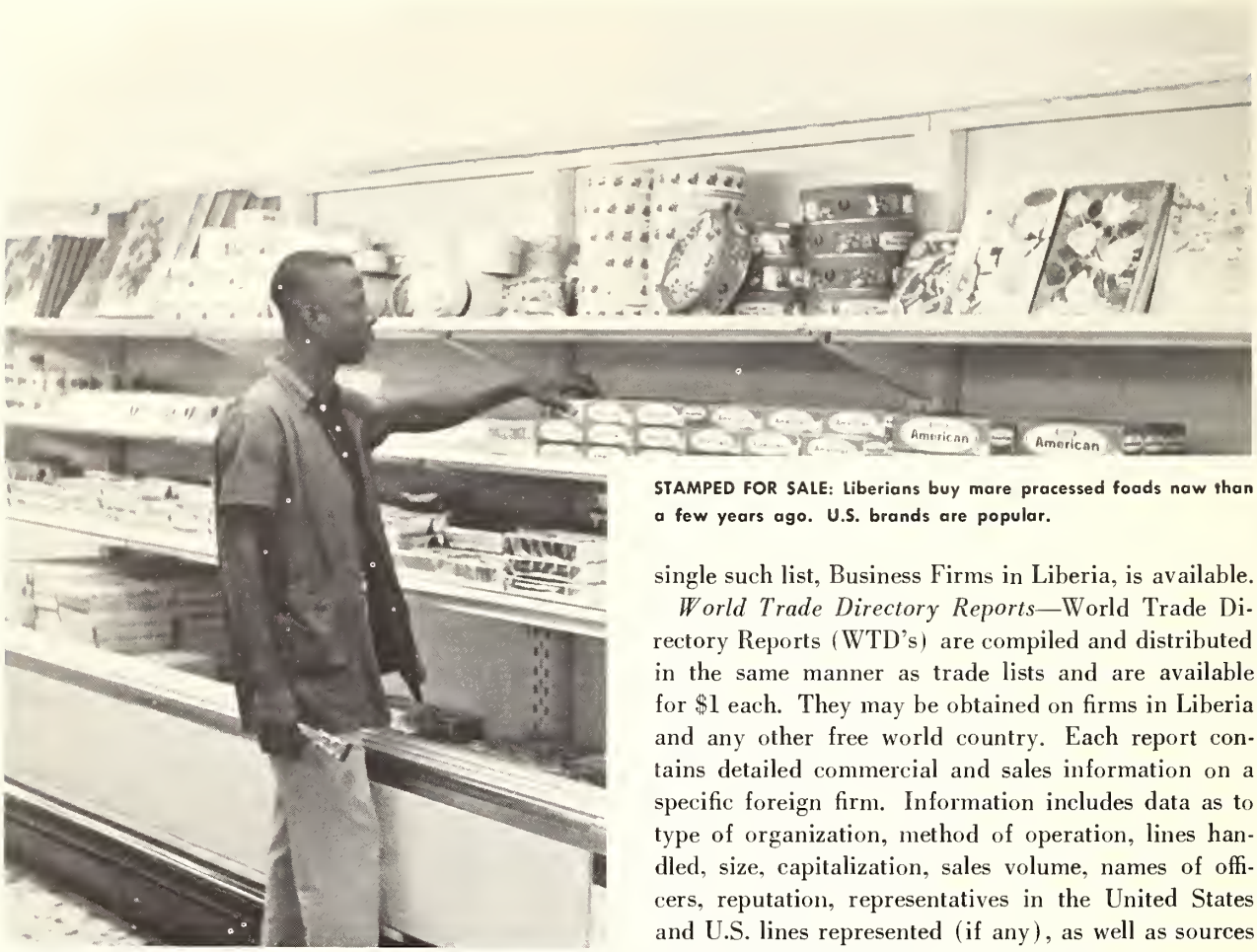
Given the limitations of the Liberian market, it may sometimes be uneconomic to establish a Liberian sales and service organization. However, a system designed for the whole of West Africa would spread the costs of operation and might be feasible. Manufacturers should use care in selecting distributors in Liberia and should attempt to find firms which have the ability to provide the best possible service under the circumstances. The leading position of the United States in sales of construction and mining equipment is due in no small part to an active sales and service organization.

PACKAGING

In Liberian retail stores, an attractively designed package can be an important selling asset. For some types of consumer goods, reusable containers often are highly valued for themselves. Some traders indicate that such items as engines, pumps, outboard motors, and other technical equipment packed in strong wooden cases seem to have more sales appeal than similar items delivered in less adequate crates or cardboard packages.

U.S. packaging designs enjoy good reputations in most lines of consumer goods sold at retail. However, U.S. packaging of some technical equipment is held in less esteem, as is packaging for export in general.

Goods shipped to Liberia should be securely packed to withstand rough handling, tropical heat, and humidity, and to minimize losses due to pilfering. Whenever possible, strong wooden boxes or some equally effective protection should be used. The high humidity



STAMPED FOR SALE: Liberians buy more processed foods now than a few years ago. U.S. brands are popular.

and heavy rains make cardboard cartons impractical. The importance of proper export packaging as part of a sales effort cannot be overemphasized. Faulty packing is one of the more frequently heard complaints against U.S. products, not only in Liberia but throughout West Africa.

MARKETING AIDS

The U.S. businessman interested in trading or investing abroad may obtain a wide range of services and publications from the U.S. Department of Commerce and other sources. One or more of the following services and publications may be helpful:

Trade Lists—Trade lists are compiled by U.S. Foreign Service officers abroad and published by the U.S. Department of Commerce. They give names and addresses of firms and short descriptions of the firms' operations. They are available for $1 each from any Commerce Department field office or from the Commercial Intelligence Division, U.S. Department of Commerce, Washington, D.C., 20230. For Liberia, a single such list, Business Firms in Liberia, is available.

World Trade Directory Reports—World Trade Directory Reports (WTD's) are compiled and distributed in the same manner as trade lists and are available for $1 each. They may be obtained on firms in Liberia and any other free world country. Each report contains detailed commercial and sales information on a specific foreign firm. Information includes data as to type of organization, method of operation, lines handled, size, capitalization, sales volume, names of officers, reputation, representatives in the United States and U.S. lines represented (if any), as well as sources of credit information and other references.

Trade Contact Surveys—Trade Contact Surveys will be made on request by commercial specialists at the American Embassy, Monrovia. Local firms are contacted to locate a qualified agent, distributor, or licensee. The Embassy's report will give pertinent information on firms that express an interest in dealing with the U.S. firm and in meeting the U.S. firm's specific requirements. (At least three Liberian firms will be described if possible). The Embassy's report will also give marketing data for the product involved. A charge of $50 is made for each survey. Details and necessary application forms are available from U.S. Department of Commerce field offices or from the Commercial Intelligence Division, U.S. Department of Commerce, Washington, D.C., 20230.

Sales Literature on Display in Liberia—American embassies and consulates in countries around the world maintain commercial libraries for the use of local businessmen. Firms wishing to place literature about their products in commercial libraries in Liberia or other countries abroad should write to the Office

of International Trade Promotion, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C., 20230, or contact a Department field office.

INTERNATIONAL COMMERCE, the Commerce Department's weekly news magazine for businessmen interested in trade and investment abroad, reports on general economic conditions in countries around the world and lists opportunities for export sales of specific U.S. products. The subscription price is $16 a year; checks should be made out to the Superintendent of Documents and mailed either to a Department of Commerce field office or to the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402.

Basic economic and commercial information—Overseas Business Reports (formerly World Trade Information Service) plus special supplements to *INTERNATIONAL COMMERCE* and various other reports are prepared by the Commerce Department's Office of International Regional Economics, from reports submitted by commercial and economic specialists at American embassies overseas or in connection with surveys conducted abroad by the Commerce Department personnel. A checklist of these international business publications may be obtained free of charge from the Publications Sales and Distribution Branch, U.S. Department of Commerce, Washington, D.C., 20230.

The following reports deal with Liberia and are currently available from the Superintendent of Documents, Washington, D.C., 20402, and from the Department of Commerce field offices:

Basic Data on the Economy of Liberia, OBR 64-42, April 1964.

Foreign Trade Regulations of Liberia, OBR 64-90, August 1964.

Africa-Sales Frontier for U.S. Business, a supplement to *INTERNATIONAL COMMERCE*, 121 pages. March 1963. $1.

Establishing a Business in Liberia, WTIS, Part 1, No. 62-53.

Specific Economic or Commercial Information—Specific questions about customs duties or on licensing and documentary requirements applicable to imports of particular commodities into Liberia should be directed to any U.S. Department of Commerce Field Office or to the Africa Division, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C., 20230.

Businessmen may obtain further information on other Department of Commerce publications and services through any of the field offices. Full information on the Commerce Department services to exporters as well as on private business aids to marketing abroad is contained in the booklet *What You Should Know About Exporting*, available for 25 cents from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402.

Liberian Government publications:

Facts about Liberia, Liberian Information Service, December 1963.

Liberia Annual Review 1962-63, Consolidated Publications, Inc., Monrovia, Liberia. May be available from Liberian Information Service, Monrovia. The publisher is no longer in business.

Liberia Chamber of Commerce Handbook and Directory 1963, Consolidated Publications Co., Monrovia, Liberia. May be available from Liberian Information Service, Monrovia. The publisher is no longer in business.

The Liberian Yearbook, 1962, Ed. Henry B. Cole, Liberian Review Publication.

Trade, Industry and Taxation in Liberia, Liberian Information Service, Monrovia, Liberia.

Private Publishers:

West African Directory, 1963-64. Includes commercial, financial, economic, and political information and classified business directories for all West African countries. 624 pages. Thomas Skinner & Co., Ltd., London.

West Africa. Biweekly magazine featuring economic and political developments in West Africa. Overseas Newspapers (Agencies), Ltd., London.

BUSINESSMEN'S ORGANIZATIONS

The Liberia Chamber of Commerce is the largest businessmen's organization, having more than 100 firms and individuals as active members. Its membership is international. It maintains a building in Monrovia which contains office and conference rooms, a commercial library, and dining and lounge facilities.

The Liberia Businessmen's Association is an organization composed entirely of Liberians and is designed as a forum for discussion of common problems.

A luncheon group, the Hungry Club, is composed of businessmen, Government leaders, and others and meets about once a month to discuss political, economic, business, or civic affairs.

Chapter 5

Basic Data

LIBERIA is located at the southwest corner of Africa's western bulge. Its land area is approximately 43,000 square miles, roughly that of Ohio. It shares frontiers with Sierra Leone on the west, Guinea to the north and west, and the Ivory Coast on the east and northeast. On the south, it borders the Atlantic Ocean for about 350 miles.

GEOGRAPHY

The geographic center of Liberia is roughly between 5 and 8 degrees north of the Equator and 8 to 11 degrees west of the Greenwich Prime Meridian. The country is almost entirely within the tropical rainforest belt that covers much of the West African coast.

Extending a few miles inland from Liberia's coastline is a low plain interlaced with creeks, marsh areas, and tidal lagoons. From this plain the land rises to form a series of ill-defined plateaus containing the high rain forest. Further inland, along the Guinea border, are parts of the Nimba and Walo Mountains. Elevations in the central plateau generally range from 600 to about 2,000 feet and some mountains rise to approximately 5,000 feet.

There are numerous creeks and rivers in nearly all parts of the country. The larger rivers traverse Liberia roughly at right angles to the sea. Rivers are not navigable except for a few miles upstream from the ocean and are frequently obstructed at their mouths by sandbars.

Liberia's climate is characterized by both high temperature and humidity. The average temperature for the country is around 80° Fahrenheit the year around. However, temperatures are occasionally recorded of 100° F. on the coast and of 50° F. on the peaks of the highest mountains. Near the coast the rainfall averages 150 to 180 inches a year. In interior areas, rainfall amounts usually to 70 inches a year. Nearly all rain falls during the period from April to November.

About one-half of Liberia's land area can be considered arable. However, it is estimated that agricultural land now comprises only about 20% of the country's total land. As shown in table 16, high and broken forests cover more than one-half of Liberia's area.

NATURAL RESOURCES

Liberia is well endowed with natural resources which, considering the country's relatively small population, should enhance the potential for long-term economic development.

←≈ **RUBBER PLANTATION BUILDINGS: Tropical rain clouds close in during Liberia's May-to-November rainy season.**

It has rich deposits of high-quality iron ore. Production of iron ore amounted to 3 to 4 million tons a year in 1960-62 with only one mine in production (see table 17), but exceeded 10 million tons in 1963 as two new mines began production. A fourth mine is scheduled to start producing in 1965. The value of iron ore exported during 1960-62 amounted to $32 million a year. Exports in 1963 were valued at $60 million. The iron mines are operated by foreign companies under concessions granted by the Liberian Government.

Gold and diamonds are also produced in Liberia, but their contribution to the country's export earnings are small, but growing. Other minerals known to be present include bauxite, manganese, graphite, and lead. None of these are now exploited commercially. Geological surveys of mineral resources are now underway.

Timber represents a great, relatively untapped resource. More than one-half of the land area is covered with forest growth of which a large proportion is virgin timber. Some exploitation of timber is underway, but operations are comparatively small. Total production of logs and lumber increased from 4.5 million board feet in 1958 to 21 million board feet in 1962. The country's potential for timber production is estimated to be more than 125 million board feet a year.

Timber production has been hampered by the lack of adequate transportation, for many timber areas are inaccessible. Roads that are now planned and under construction should correct this situation, but there still will be large areas of forest not served by the transportation network. Railroads built in connection with mining enterprises eventually may be used to transport timber.

AGRICULTURE

Although agriculture engages three-fourths of Liberia's labor force, it contributes less than that proportion to the monetary economy. Natural rubber—most of which is produced on large plantations operated by foreign concessionaires—and small amount of coffee, cocoa, and palm kernels are marketed for cash, but subsistence farming is the primary agricultural form in Liberia. Among both subsistence and small

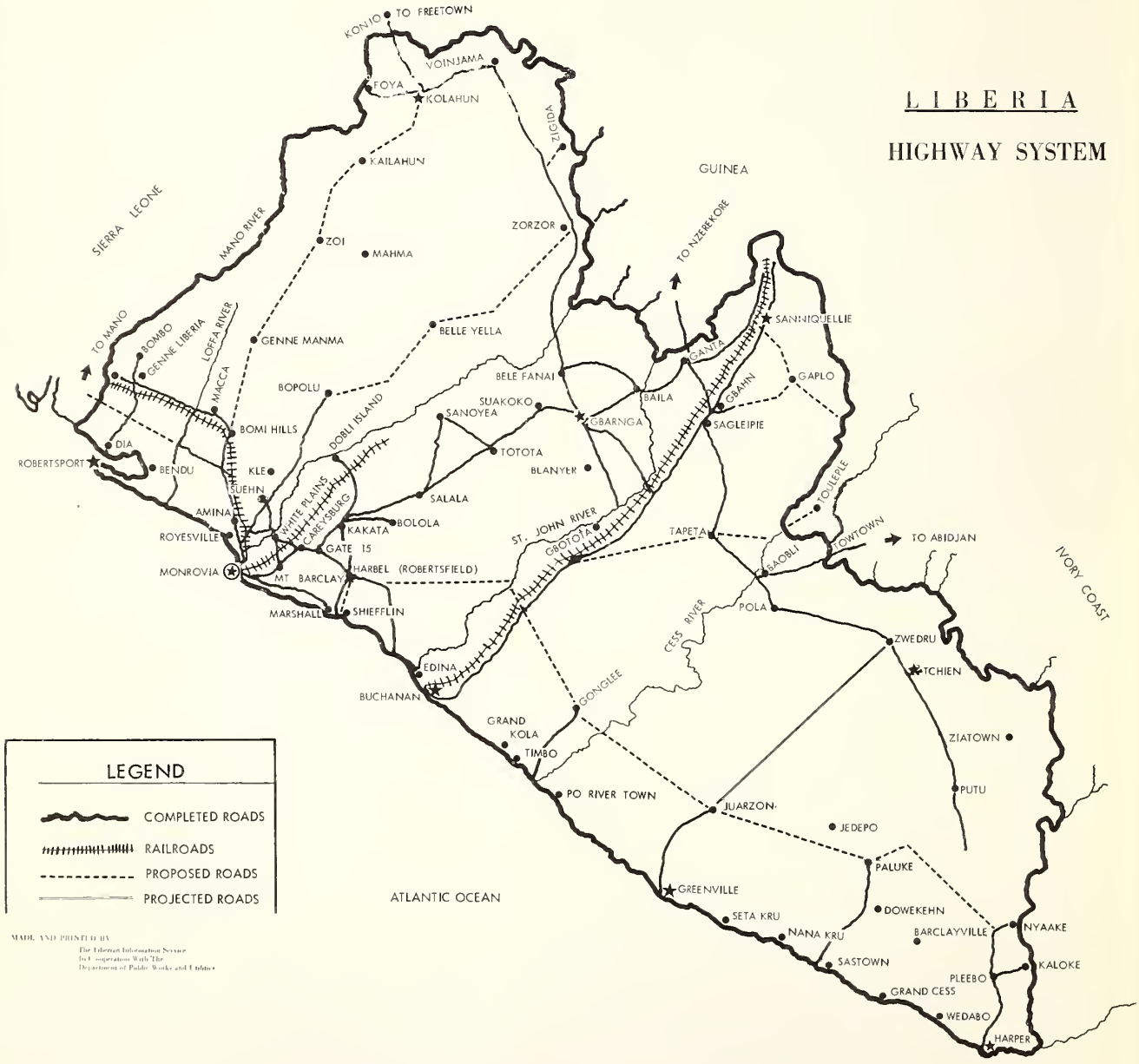
ROOM WITH A BALCONY: One of the newer hotels in Monrovia. Most modern hotels in the city are air conditioned.

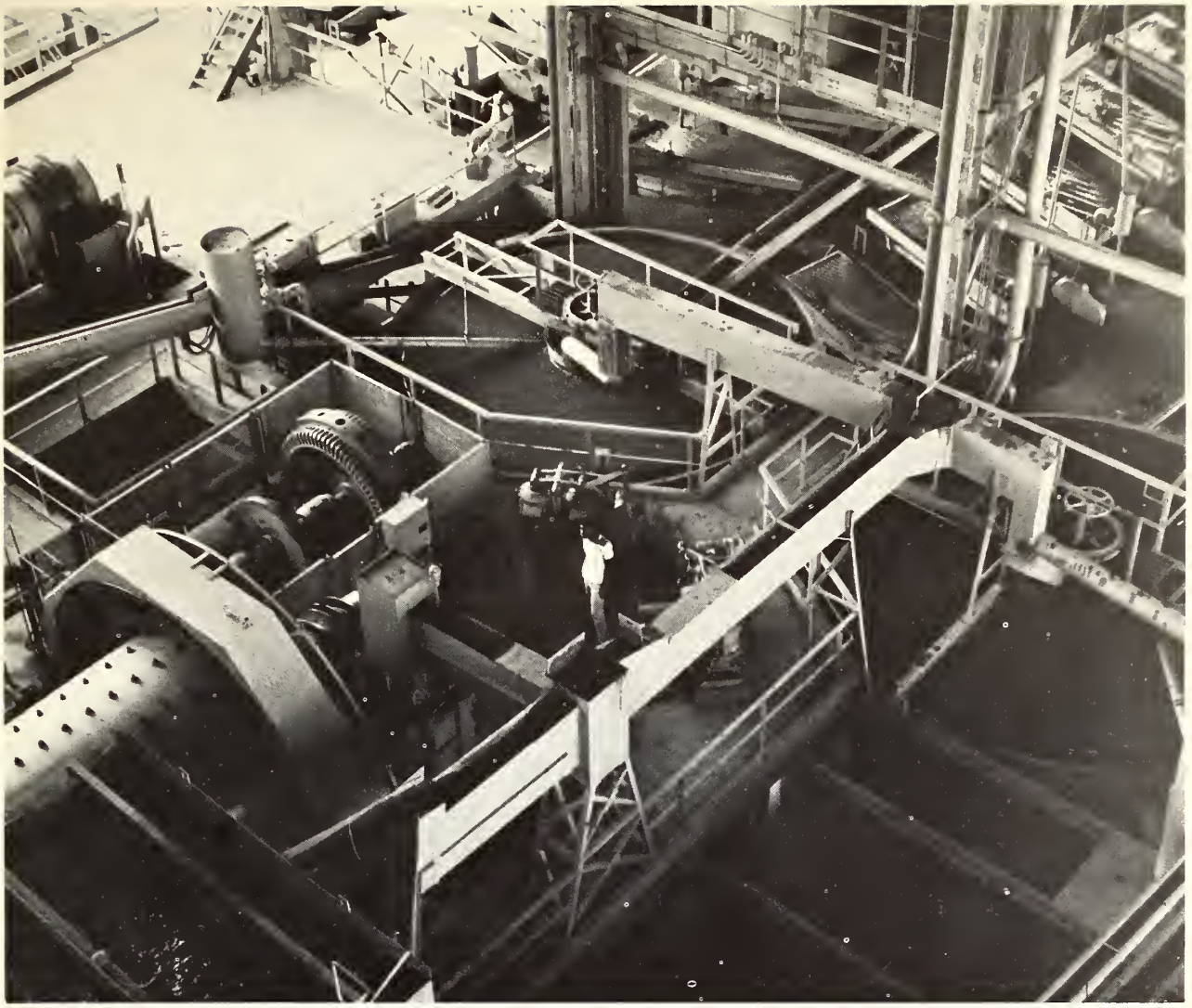
cash-crop farmers, agricultural methods are primitive and marketing is not well organized. More modern agricultural methods and marketing arrangements are being promoted, but the transition to a cash agricultural sector will probably take considerable time. Agricultural production estimates are contained in table 18.

However, agriculture appears to offer potential for increasing the scope of the monetary economy. If more cocoa, coffee, citrus fruits, rice, pineapple, and other such crops—which are marketable and well-suited to conditions in the country—could be produced, export earnings would be increased. In addition, the country could become self-sufficient in food production, and farmers could increase their purchases of both locally produced and imported goods. Increased agricultural production could also lead to the establishment of food-processing industries.

Livestock raising in Liberia is hampered by the prevalence of sleeping sickness.

Poultry and egg production has progressed so satisfactorily that the country is nearly self-sufficient in eggs.





BENEFICIATION: Quality of iron ore being mined at Bomi Hills is improved in this ore concentration plant.

The importance of fishing to the Liberian economy has increased with the freezing of fish at sea. The catch is then distributed from strategically located cold-storage depots and through market women traveling to various parts of the country. As a result, fish are sold at a lower price and distributed in a larger land area than had been possible previously. The present fish catch is not yet enough to supply all domestic needs, but a significant exporting industry could be developed.

INDUSTRY

Liberia's industrial sector is small but growing. Domestic manufacturing industries presently consist of small plants producing soft drinks, beer, concrete blocks, soap, paint, explosives, nails, and footwear; several sawmilling and furniture-making plants; and some limited facilities for processing agricultural crops, such as coffee and palm kernels. There is also a job machine shop and a plant that bottles industrial gases. Several concessionaires operate sawmills, brick plants, machine shops, and other facilities to produce items exclusively for their own needs. Two large rubber plantations process rubber for export, and an iron ore mine operates an ore-concentrating plant.

A small mattress factory is scheduled to enter production in 1964. Other potential industries under active consideration include a pharmaceutical plant, an edible-oil refinery, an aluminum fabricating plant, a cement plant, and two liquor distilleries. A petroleum refinery is to be built, according to an agreement signed by the Liberian Government and a foreign company, and a steel mill is being discussed.

APPENDIXES

A. Notes for Business Travelers

HOTEL ACCOMMODATIONS

There are a number of hotels in Monrovia, including one luxury hotel and two or three first-class hotels. Most hotels are air conditioned. Rates range from approximately $10 at the first-class hotel to $13.50 and up at the luxury hotel. Outside Monrovia there is a first-class hotel at the Robertsfield International Airport and a modern motel at Bernards Beach in suburban Monrovia.

LOCAL TRANSPORTATION

Bus and taxi service is available in Monrovia and vicinity. Cab fare within the city limits is 25 cents. Taxicabs are also available for charter. It is advisable to arrange the price with the company or driver before embarking on a charter trip.

COMMUNICATIONS

International communications are generally adequate. Cable service via the French cable system is good. International airmail service between Liberia and the United States generally requires about 1 week while surface mail normally is in transit 4 to 5 weeks.

Communications within Liberia are relatively poor. The only telephone system is in Monrovia but it is functionally uncertain. Usually, no telephone service is available. Communication with points outside Monrovia is maintained by radio. Work is now underway on improvements to the telephone and radio networks.

BUSINESS HOURS

Business establishments in Monrovia are generally open from 7:30 a.m. to noon and from 2:00 p.m. to 4:30 p.m., Monday through Friday. Saturday hours are from 7:30 a.m. to 1:00 p.m. However, many small stores remain open until approximately 9:30 p.m. daily, except Sunday. Government offices normally open at 7:30 a.m. and close at 4:30 p.m., although hours vary depending on the agency. Banking hours for most banks are from 8:00 a.m. to noon, Monday through Friday. Banks are closed on Saturday.

HOLIDAYS

The following holidays are observed in Liberia: New Year's Day (January 1), Pioneer's Day (January 7), Armed Forces Day (February 11), Literacy Day (February 14), Decoration Day (second Wednesday in March), Fast and Prayer Day (second Friday in April), Birthday of Joseph Jenkins Roberts, first President (March 15), Africa Freedom Day (April 15), National Unification and Integration Day (May 14), Independence Day (July 26), Flag Day (August 24), United Nations Day (October 24), Thanksgiving Day (first Thursday in November), Matilda Newport Day (December 1), Human Rights Day (December 10), Christmas Day (December 25), Good Friday, and Easter.

CLOTHING

Liberia has a tropical climate with two distinct seasons—the rainy season (May to November) and the dry season (December to April). Temperature and humidity are high most of the year. Wash and wear clothing suitable for summer in the United States is recommended for year-round wear in Liberia. Rain apparel is necessary for the wet season.

ELECTRICITY

Electric current is 110-volt, 60-cycle, alternating current.

PASSPORTS AND VISAS

A valid U.S. passport and an entry visa from the Liberian Government are required for any person planning to visit Liberia. Single-entry visas may be obtained from the Liberian Embassy in Washington or the Liberian Consulate in New York.

The application for a visa (in duplicate) should be accompanied by a statement from the police in the applicant's home city, an International Health Certificate showing inoculation and vaccination for smallpox and yellow fever, and a medical certificate from the applicant's personal physician. Two photographs should accompany the visa application. Still another photograph is required by the immigration authorities at Monrovia when a traveler arrives.

To leave Liberia, the traveler will be required to obtain an exit visa from authorities there. A visitor should apply for an exit visa well in advance of his planned departure.

U.S. COMMERCIAL REPRESENTATION

The traveling businessman should contact the Commercial Attaché at the U.S. Embassy in Monrovia. The Commercial Attaché has a first-hand knowledge of local conditions and of the business community. He can often aid the visiting businessman in making contacts, and can provide valuable information on current economic and commercial activities.

Liberian iron ore is being dumped into a grinder as the first step in a concentrating process.

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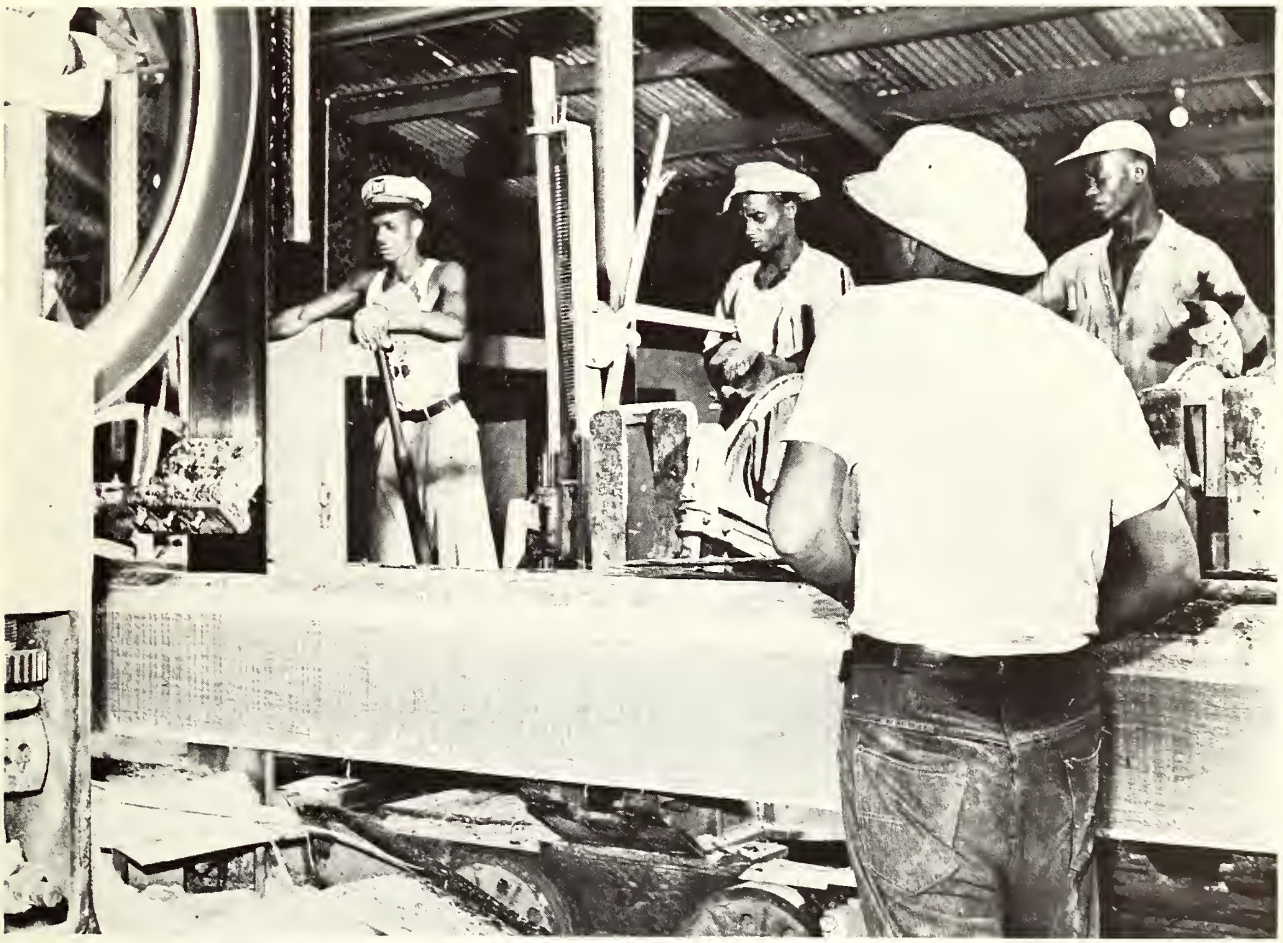

LIBERIAN SAWYERS: Domestic logs are sawed to a true edge on imported machinery in a small mill.

TABLES

Table 1.—Government Receipts and Expenditures, 1940, 1950, 1958-64

[Millions of dollars]

Year	Domestic revenues	Expenditures
1940	0.8	0.6
1950	4.0	5.0
1958	19.0	29.0 [1]
1959	25.0	36.0 [1]
1960	33.0	42.0 [1]
1961	33.0	39.0 [1]
1962	37.0 [2]	41.0 [12]
1963	37.0 [2]	([3])
1964	39.0 [2]	39.9 [2]

[1] Excludes some development expenditure financed by foreign loans.

[2] Budget estimate.

[3] Not shown because actual expenditures likely to differ significantly from budget estimates.

Sources: U.S. Department of Commerce, Bureau of Foreign Commerce, *Basic Data on the Economy of Liberia*, WT1S, Part 1, No. 59–57; U.S. Agency for International Development; U.S. Embassy, Monrovia.

Table 2.—Exports, by Commodity, 1953-62

[Millions of dollars]

Commodity	1953	1954	1955	1956	1957	1958	1959	1960	1961	1962
All commodities, total	31.0	26.4	42.8	44.5	40.4	53.8	66.9	82.6	61.9	67.5
Rubber	21.1	18.7	33.0	30.3	27.5	26.1	30.7	39.1	25.5	25.7
Iron ore	5.8	4.4	6.7	8.1	8.5	21.6	28.2	34.6	29.4	32.4
Palm kernel	1.9	1.2	1.0	1.0	1.2	1.0	2.3	2.0	1.1	.8
Piassava	.3	.2	.3	.2	.2	.4	.2	.4	.1	.1
Coffee	.2	.2	.2	.3	.3	.3	.6	.5	.4	.6
Cocoa	.1	.4	.3	.3	.2	.4	.5	.5	.2	.3
Diamonds	([1])	.5	.6	2.4	1.2	2.3	2.1	2.3	2.2	4.6
Other commodities and exports of foreign merchandise	1.5	.8	.6	1.9	1.3	1.7	2.2	3.2	3.0	3.0

[1] Less than $500,000.

Source: Government of Liberia, *FT Report No. 201* and *202*, and *Foreign Trade* supplements for various years. Monrovia.

Table 3.—Imports, by Commodity Classification, 1953-62

[Millions of dollars]

Commodity classification	1953	1954	1955	1956	1957	1958	1959	1960	1961	1962
All commodities, total	18.7	22.7	26.0	26.8	38.3	38.5	42.9	69.2	90.7	132.2
Food	2.4	3.6	4.3	4.0	5.5	5.6	5.5	8.3	10.0	12.3
Beverages and tobacco	.9	1.1	1.5	1.0	1.7	2.6	2.3	2.7	4.1	4.8
Inedible crude materials	.1	.2	.3	.2	.4	.2	.2	.6	.7	1.6
Mineral fuels and lubricants	1.5	2.1	1.4	1.3	1.7	2.7	2.8	2.9	3.4	4.3
Oils and fats	(1)	(1)	(1)	(1)	.1	.1	.1	.1	.2	.3
Chemicals	1.5	1.5	2.1	1.9	2.3	2.7	2.7	4.7	4.3	5.8
Manufactured goods, classified chiefly by materials	5.3	5.8	6.1	8.3	10.5	9.0	11.8	16.2	21.6	35.0
Machinery and transport equipment	4.5	5.1	6.4	6.5	11.4	10.4	10.4	23.3	35.0	54.3
Miscellaneous manufactures	2.3	3.1	3.9	3.4	4.7	5.3	6.9	10.0	9.9	12.1
Miscellaneous transactions	.1	.2	.1	(1)	(1)	(1)	(1)	.3	1.4	1.6

[1] Less than $500,000.

Source: Government of Liberia, *FT Report No. 101* and *102*, and *Foreign Trade* supplements for various years. Monrovia.

Table 4.—Exports, by Country of Destination, 1953-62

Country of destination	1953	1954	1955	1956	1957	1958	1959	1960	1961	1962
	Value in millions of dollars									
All countries	31.0	26.4	42.8	44.5	40.4	53.8	66.9	82.6	61.9	67.5
United States	25.6	22.1	37.2	35.4	31.5	35.2	40.9	41.7	27.4	29.9
Netherlands	3.1	1.9	2.3	2.2	3.0	3.3	9.8	14.1	13.4	12.6
United Kingdom	1.1	.8	.9	1.3	1.4	3.0	4.9	11.6	5.4	8.3
West Germany	.4	.6	1.6	2.1	2.7	9.2	5.8	6.6	3.8	3.4
Other countries	.8	1.0	.8	3.5	1.8	3.1	5.5	8.6	11.9	13.3
	Percentage distribution									
All countries	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
United States	82.7	83.9	86.9	79.5	78.0	65.6	61.1	50.4	44.3	44.4
Netherlands	9.9	7.4	5.3	4.9	7.3	6.1	14.7	17.1	21.7	18.7
United Kingdom	3.6	2.9	2.0	2.9	3.5	5.6	7.4	14.0	8.7	12.9
West Germany	1.1	2.4	3.6	4.6	6.6	17.1	8.7	8.0	6.1	5.1
Other countries	2.7	3.4	2.2	8.1	4.6	5.6	8.1	10.5	19.2	18.9

Source: Government of Liberia, *FT Report No. 201* and *202*, and *Foreign Trade* supplements for various years. Monrovia.

Table 5.—Imports, by Country of Origin, 1953-62

Country of origin	1953	1954	1955	1956	1957	1958	1959	1960	1961	1962
	Value in millions of dollars									
All countries	18.7	22.7	26.0	26.8	38.3	38.5	42.9	69.2	90.7	132.2
United States	12.7	15.2	16.1	16.7	24.0	21.3	20.2	37.6	44.5	56.8
United Kingdom	2.0	2.3	2.8	3.2	3.4	3.2	4.1	7.6	11.3	12.0
West Germany	1.2	1.5	2.9	2.6	4.2	4.4	4.5	6.0	8.8	26.9
Netherlands	1.1	1.4	1.8	1.6	1.8	1.9	2.3	3.7	5.5	8.2
Other countries	1.7	2.3	2.4	2.7	4.9		11.8	14.3	20.6	28.3
	Percentage distribution									
All countries	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
United States	67.9	66.9	61.8	62.2	62.7	55.5	47.0	54.4	49.0	43.0
United Kingdom	10.5	10.0	11.0	11.8	8.8	8.3	11.8	11.0	12.5	9.1
West Germany	6.5	6.6	11.3	9.8	11.1	11.5	10.5	8.6	9.7	20.3
Netherlands	5.9	6.1	7.0	5.9	4.8	5.0	5.3	5.4	6.0	6.2
Other countries	9.2	10.4	8.9	10.3	12.6	19.7	25.4	20.6	22.8	21.4

Source: Government of Liberia, *FT Report No. 101* and *102*, and *Foreign Trade* supplements for various years. Monrovia.

RICE HARVEST: To avoid waste of virgin forest, rice growers are taught to plant in swamps rather than highlands.

MONEY TREES: Liberia even now earns some money from its timber and can earn much more with additional effort.

Table 6.—Manpower Composition of Population, 1962

[Percentages]

Item	Coastal area			Provinces			Total		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
Population	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Nonmanpower[1]	36.7	37.4	37.1	45.3	45.2	45.2	41.3	42.0	41.6
Manpower[1]	63.3	62.6	62.9	54.7	54.9	54.8	58.7	58.0	58.4
Labor force	50.1	23.3	37.4	34.0	21.7	27.4	41.5	22.3	31.8
Nonlabor force	13.2	39.3	25.5	20.7	33.2	27.4	17.2	35.7	26.6

[1] The nonmanpower group includes all those unable to work either because of their age or because of physical disability. The age limits of this group are fixed at 15 and 65.

The manpower group includes (a) those falling within the age group 15–64, and who are not physically disabled; and (b) those falling outside this group who are actually active. Within the manpower group three subgroups are distinguished: (i) Those who do not offer their services for work; e.g., housewives and students; (ii) those who do offer their services, but do not find jobs; (iii) those who are actually active either as employers, including the self-employed, or as employees, including those who do not receive any direct payment for their labor. Groups (ii) and (iii) constitute the labor force.

Source: Government of Liberia, Office of National Planning, *Annual Report for the Period October 1, 1962–September 30, 1963*. Monrovia, 1964.

Table 7.—Domestic and National Income and Expenditure, 1960

[Millions of U. S. dollars]

Income		
Wages, salaries, and supplements		46.9
African	33.7	
Non African	13.2	
Net money income of tribal households—exclusive of money wages		7.3
Gross business surplus (including rents)		82.3
Concessions	53.3	
Other firms and persons	29.0	
Profits from Government enterprises		0.8
Interest on productive Government debt		1.7
Indirect taxes and fees		15.7
Gross domestic money income at market prices		154.7
Plus subsistence agricultural income		18.1
Gross domestic income at market prices		172.8
Less net property income paid overseas		34.6
Gross national income at market prices		138.2
Less indirect taxes and fees		15.7
Gross national income at factor cost		122.5
Expenditure		
Current goods and services		95.9
Households in money economy	67.0	
Tribal households	12.0	
Government	16.9	
Gross domestic fixed capital formation		50.0
Concessions	31.0	
Other businesses and households	14.2	
Government	4.8	
Net increase in inventories		8.0
Exports of goods and services	84.6	
Less imports (f.a.s.)[1]	83.8	
		0.8
Gross domestic money expenditures		154.7
Plus subsistence agricultural income		18.1
Gross domestic product at market prices		172.8
Less net property income paid overseas		34.6
Gross national product at market prices		138.2
Less indirect taxes and fees		15.7
Gross national income at factor cost		122.5

[1] Free alongside ship.

Source: Government of Liberia, *Report of the Office of National Planning for the period ending September 30, 1962*, Monrovia, 1963.

Table 8.—Imports of Selected Foodstuffs, by Major Suppliers, 1960–62

[Thousands of dollars]

Product	1960	1961	1962
Meat, Fresh, chilled or frozen[1]	303	493	745
Denmark	103	261	192
Netherlands	6	24	50
United States	160	159	293
Meat and meat preparations, canned or not	455	695	1,032
Denmark	83	158	171
Netherlands	73	100	128
United States	142	183	396
Milk and cream evaporated or condensed	403	358	269
Netherlands	232	232	179
West Germany	19	60	23
United States	15	25	11
Milk and cream in solid form	114	231	232
Netherlands	52	71	81
United Kingdom	5	27	42
United States	28	90	78
Fish and fish preparations, canned or not	477	790	748
Rice (not in husk)	3,111	3,134	3,336
West Germany	211	221	33
Italy	330	356	139
United States	2,127	2,455	3,641
Meal and flour of wheat and spelt	291	360	390
Canada	23	38	50
United Kingdom	2	7	3
United States	263	302	329
Sugar, Beet and cane, refined or not	293	273	334
France	74	72	121
United Kingdom	7	43	84
United States	190	90	82
Vegetables, Fresh and dried	177	239	314
United States	65	91	113
Netherlands	62	71	86
Vegetables, Preserved, and vegetable preparations	279	387	498
United States	149	212	238
Netherlands	33	57	41
Fruits preserved and fruit preparations	135	192	237
United States	99	121	157
United Kingdom	14	16	23

[1] Includes beef, veal, mutton, lamb, pork, poultry, edible offals, horsemeat, and game.

Source: Government of Liberia, *Imports of Merchandise for Consumption* (FT Report No. 101), 1960, 1961, 1962. Monrovia.

POTATO GROWERS: Future Farmers of Liberia shaw their talent in learning at agriculture schaal to graw spuds.

Table 9.—Imports of Selected Beverages and Tobacco, by Major Suppliers, 1960–62

[Thousands of dollars]

Product	1960	1961	1962
Beverages and tobacco	2,669	4,100	4,799
Cigarettes	769	1,177	1,079
United States	733	1,100	1,012
Beverages, alcoholic	1,447	2,110	2,860
Still wine	92	150	166
Italy	17	24	24
France	19	13	51
United States	8	27	26
Beer	767	1,103	1,602
West Germany	487	667	538
Netherlands	178	318	919
United States	31	26	25
Stout	230	353	449
United Kingdom	213	337	424
Whisky	151	189	271
United Kingdom	118	147	199
Netherlands	6	18	22
United States	20	20	35
Gin	94	151	186
Netherlands	53	97	65
United Kingdom	30	47	110
United States	1	1	7

Source: Government of Liberia, *Imports of Merchandise for Consumption* (*FT Report No. 101*), 1960, 1961, 1962. Monrovia.

Table 10.—Imports of Selected Clothing, Footwear, and Textiles, by Major Suppliers, 1960–62

[Thousands of dollars]

Product	1960	1961	1962
Cotton fabrics other than grey in piece or bolt	2,338	2,857	3,589
Japan	868	1,111	1,394
United Kingdom	644	634	930
United States	518	714	794
Rayon fabrics, synthetics in piece or bolt	275	287	247
Japan	171	199	122
United States	64	46	73
Blankets	336	245	261
Japan	94	85	101
United States	164	89	83
Clothing except furs	2,418	2,479	3,059
Singlets, etc., and shorts other than knitted	202	158	156
Hong Kong	81	49	61
West Germany	14	38	21
United States	61	30	48
Other underwear and nightwear other than knitted of cotton	182	281	289
Hong Kong	76	83	89
Japan	31	50	42
United States	65	126	127
Other outerwear (pants etc. other than knitted)	602	663	670
Hong Kong	134	105	140
West Germany	12	101	26
United States	356	337	294

Table 10.—Imports of Selected Clothing, Footwear, and Textiles, by Major Suppliers, 1960–62—Continued

[Thousands of dollars]

Product	1960	1961	1962
Clothing, n.e.s., of cotton	114	159	358
United States	73	86	289
Japan	3	19	5
Shirts, other than knitted	461	481	663
Hong Kong	146	108	173
Japan	109	127	123
United States	160	166	280
Footwear	1,515	959	1,175
Leather	1,076	512	521
Italy	63	86	156
West Germany	34	68	20
United States	761	195	168
Textile, with rubber sole	197	194	248
Hong Kong	48	30	96
Japan	49	36	33
United States	17	49	16
Rubber (boots)	159	136	137
Hong Kong	48	23	19
Japan	56	31	41
Czechoslovakia	16	21	22
United States	3	3	5

Source: Government of Liberia, *Imports of Merchandise for Consumption* (*FT Report No. 101*), 1960, 1961, 1962. Monrovia.

Table 11.—Imports of Selected Chemicals, by Major Suppliers, 1960–62

[Thousands of dollars]

Product	1960	1961	1962
Medicinal and pharmaceutical products	883	1,177	1,454
Tablets, pills, ointments, extracts	104	93	113
United Kingdom	63	67	92
United States	33	20	14
Other medicinal and pharmaceutical products	598	941	1,207
West Germany	60	118	152
United Kingdom	258	324	734
United States	192	363	169
Perfumery, cosmetics, and soap preparations	907	845	1,341
Powder	89	86	101
United Kingdom	71	72	89
Soap, medicated or perfumed	90	108	148
United Kingdom	60	73	109
United States	14	13	22
Soap, caked, bar or block, powdered, Liquid, industrial, or household	262	407	633
Cleaning preparations	108	115	132
West Germany	(1)	15	12
United Kingdom	(1)	36	20
United States	91	49	48
Insecticides, fungicides	1,134	180	175
United Kingdom	24	51	61
United States	1,099	110	83

[1] No data available.

Source: Government of Liberia, *Imports of Merchandise for Consumption* (*FT Report No. 101*), 1960, 1961, 1962. Monrovia.

Table 12.—Imports of Selected Electric Appliances and Household Utensils, by Major Suppliers, 1960–62

[Thousands of dollars]

Product	1960	1961	1962
Radios with record players (electric)	76	145	173
Netherlands	20	94	93
West Germany	39	22	18
United States	0	18	16
Radios without record players (electric)	84	128	89
Netherlands	25	69	39
West Germany	37	28	18
United States	3	8	6
Electrothermic apparatus (irons, stoves) etc.	143	119	342
West Germany	25	21	47
United States	92	73	96
Other portable electric appliances (vacuum cleaner, etc.)	83	156	70
Sweden	0	15	2
United States	76	124	50
Sewing machines, industrial and household	146	101	82
Japan	14	23	4
United Kingdom	113	48	45
United States	2	3	4
Electric refrigerators (domestic type)	167	139	296
United Kingdom	16	27	53
United States	113	87	181
Plates, household utensils, pots, and pans of iron	465	114	74
West Germany	12	28	12
Belgium	48	17	13
United States	395	15	6
Plated household utensils of enamel	141	168	295
Hong Kong	42	55	111
Japan	15	30	10
West Germany	24	28	38
United States	9	7	23

Source: Government of Liberia, *Imports of Merchandise for Consumption (FT Report No. 101)*, 1960, 1961, 1962. Monrovia.

FISH TO MARKET: Motorized fishing boat has unloaded a 4-ton catch into truck that hauls daily to distributors.

Table 13.—Imports of Selected Building Materials, by Major Suppliers, 1960–62

[Thousands of dollars]

Product	1960	1961	1962
Plywood	82	239	283
Israel	12	51	14
Netherlands	3	30	20
Sweden	14	27	34
United States	40	91	104
Cement	690	1,150	1,967
Sweden	20	197	583
Belgium	105	164	124
West Germany	81	150	122
Italy	59	125	316
Wall tile and terra cotta	75	236	748
United States	8	21	523
Sweden	5	50	44
Netherlands	11	37	38
West Germany	22	29	40
Italy	14	47	78
Building fixtures and fittings of ceramics	659	561	956
Sinks, toilet bowls, fittings and parts	101	103	249
West Germany	26	34	74
United States	47	24	47
Iron and steel	3,040	5,493	13,183
Joists, girders, and other structural steel shapes	80	282	388
United Kingdom	7	56	35
West Germany	3	23	100
Belgium	(1)	23	8
United States	35	170	198
Universals, plates and sheets, uncoated	678	779	535
United Kingdom	212	279	265
United States	395	417	42
Iron pipes, fittings and valves	589	1,638	1,077
United Kingdom	83	290	136
West Germany	102	267	247
United States	227	713	244
Sweden	37	165	216
Bars, rods, concrete reinforcement	938	1,757	3,895
West Germany	187	233	1,777
Netherlands	213	383	227
United Kingdom	29	217	198
United States	380	400	648
Zinc sheets	607	844	939
United Kingdom	156	270	336
Belgium	107	175	141
United States	93	144	20
Nails, bolts, screws, nuts, washers, etc.	254	421	780
United Kingdom	20	63	16
West Germany	50	108	164
Sweden	3	58	352
United States	144	108	108
Prefabricated buildings	787	598	453
Sweden	16	243	163
United States	726	43	19
United Kingdom	16	101	91
West Germany	6	103	171
Netherlands	6	93	3
Pigments, paints, varnishes	399	512	1,042
Prepared paints, enamel, etc.	341	454	964
United Kingdom	58	88	108
Netherlands	17	52	37
United States	224	240	579

[1] No data available.

Source: Government of Liberia, *Imports of Merchandise for Consumption FT Report No. 101*, 1960, 1961, 1962. Monrovia.

Table 14.—Imports of Selected Machinery and Transport Equipment, by Major Suppliers, 1960–62

[Thousands of dollars]

Product	1960	1961	1962
Machinery and transport equipment	23,331	35,015	53,779
Tractors (other than steam) and parts	3,659	2,261	4,795
United Kingdom	170	227	676
United States	3,419	1,946	3,964
Machine tools for boring, drilling, etc.	302	1,840	258
United States	148	1,775	76
Mining, construction, and other industrial machines	4,686	11,220	15,659
Conveying, hoisting, mining machines, n.e.s. and parts	1,316	6,776	9,345
United Kingdom	155	804	580
United States	807	4,914	4,364
Rubber tires for vehicles except tractors	580	829	1,245
Italy	34	109	75
United States	346	541	809
Road motor vehicles	7,832	10,131	9,185
Automobiles (sedan) and cars, complete	2,176	3,055	2,274
United States	672	1,490	625
West Germany	755	1,078	984
United Kingdom	407	181	156
Station wagons, jeeps, complete	351	430	663
United States	157	282	232
United Kingdom	166	63	174
Sweden	2	39	19
West Germany	16	37	198
Trucks, complete	2,464	3,272	2,329
United States	2,250	2,524	1,591
United Kingdom	24	208	81
Sweden	30	140	110
Italy	35	250	(1)
Pickups or lorries, complete	557	172	236
United States	367	99	110
United Kingdom	161	33	56
West Germany	15	28	58
Parts of motor vehicles except motorcycles	401	1,022	1,191
United States	283	655	408
Italy	9	124	70
United Kingdom	28	101	235
Bodies, chassis, frames, etc., except electrical equipment and tires	1,632	1,889	1,504
United States	1,239	1,369	1,049
United Kingdom	103	202	59
West Germany	144	169	178
Trailers	358	237	251
United States	314	122	174
Italy	(1)	96	31
Railway parts, rolling stock, etc., except electric	[2]160	1,403	1,235
United Kingdom	(1)	502	74
United States	[2]6	660	1,156
Railway rails	439	303	5,311
United Kingdom	230	146	31
United States	(1)	114	5,205
Railway vehicles	236	2,512	7,692
Railway locomotives (electric)	77	583	3,551
United States	74	583	743
Internal combustion engines and parts	210	574	4,761
United States	137	397	1,386
Belgium	20	92	7
United Kingdom	9	29	2,890

Table 14.—Imports of Selected Machinery and Transport Equipment by Major Suppliers, 1960–62—Continued

[Thousands of dollars]

Product	1960	1961	1962
Engines, n.e.s. (wind and hot air engines, etc.) and parts	253	242	290
United States	164	142	155
Netherlands	2	30	67
Italy	1	36	2
Set of handtools and machine tools	693	975	1,654
Soviet Zone of Germany	0	101	0
West Germany	128	134	929
Netherlands	71	152	83
United States	400	416	424

[1] No data are available.

[2] Includes data on railway parts, rolling stock, etc., electric.

Source: Government of Liberia, *Imports of Merchandise for Consumption (FT Report No. 101)*, 1960, 1961, 1962. Monrovia.

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Table 15.—Imports of Selected Miscellaneous and Electrical Equipment, by Major Suppliers, 1960–62

[Thousands of dollars]

Product	1960	1961	1962
Padlocks, keys, hinges, etc., of metal	640	358	612
West Germany	63	73	94
United States	452	164	120
Metal containers for water, oil, gas, etc.	180	176	523
West Germany	13	27	55
United States	87	63	398
Electric Generators, alternators, motors	929	651	1,149
United Kingdom	57	359	253
West Germany	12	65	578
United States	740	186	268
Radio apparatus	246	519	1,560
United Kingdom	50	87	48
West Germany	45	74	109
United States	94	231	858
Electrical machinery—Parts and appliances	874	1,556	2,541
United States	625	1,242	527
Parts, n.e.s.	495	470	1,368
United States	419	310	255
Air-conditioning equipment (excluding closet fans, etc.)	[1]197	370	492
United States	[1]177	340	395
Refrigerating equipment (excluding domestic)	[2]120	189	283
United States	[2]89	131	224

[1] Include data on fans.

[2] Include data on domestic refrigerating equipment.

Source: Government of Liberia, *Imports of Merchandise for Consumption (FT Report No. 101)*, 1960, 1961, 1962. Monrovia.

Table 16.—Estimates of Land Use in Liberia

Condition class	Total area (acres)	Percent of total area
High forest (old growth)	8,950,000	37.6
Broken forest	4,850,000	20.4
Low bush (second growth)	5,250,000	22.1
Nonforest	4,750,000	19.9
Total	23,800,000	100.0

Source: International Cooperation Administration, *Third Report on Forestry Progress in Liberia 1951-1959*, Washington, 1961.

Table 17.—Mineral Production, 1958–62

Mineral	1958	1959	1960	1961	1962
Iron ore—1,000 metric tons	2,300	2,689	3,051	3,251	3,607
Gold—Troy ounces	400	1,401	1,032	2,088	2,184
Diamonds[1]—1,000 carats	827	970	1,005	1,081	1,100

[1] Exports. Many of the diamonds are believed to originate outside the country. Because of smuggling, the actual quantities of diamonds are believed to be larger than official figures shown.

Source: U. S. Agency for International Development.

Table 18.—Agricultural Production, 1958–59 through 1962–63 and 1963–64 Forecast [1]

[Thousands of metric tons]

Commodity	1958–59	1959–60	1960–61	1961–62	1962–63[2]	1963–64 Forecast
Corn	10	11	11	11	11	11
Rice (paddy)	155	144	129	115	135	135
Cassava	200	200	200	200	203	206
Cocoyams[3]	8	9	9	9	9	9
Sweet potatoes	8	7	8	8	8	8
Yams	5	6	6	6	6	6
Sugarcane[4]	4	4	4	4	4	4
Peanuts	4	3	3	3	3	3
Palm kernels	11	19	15	13	7	7
Palm oil	12	12	11	11	11	11
Piassava (palm fiber)	4	2	4	1	1	3
Crude rubber[5]	43	44	48	41	44	41
Coffee[6]	1	1	1	2	2	2
Cocoa	1	1	1	1	1	1
Citrus fruits	6	5	5	5	5	5
Pineapples	4	4	4	4	4	4
Bananas	55	56	55	54	55	56
Plantains	20	22	22	23	23	24
Meat[7]	2	2	2	3	3	3

[1] Unless otherwise indicated, the bulk or all of the harvest occurs in the first year of the split-year combination—animal products reported in the calendar year of the first year shown.

[2] Preliminary figure.

[3] The harvest is so evenly divided between the 2 years of the split-year combination that it is impossible to determine the year where the bulk of the harvest occurs.

[4] Raw sugar equivalent. Sugar consumed as sweet juice or fermented beverage.

[5] Net exports of natural rubber, Rubber Statistical Bulletin.

[6] The bulk or all of the harvest occurs in the second year of the split-year combination.

[7] About 69% pork, 18% beef, 8% goat, 5% mutton.

Source: U. S. Department of Agriculture, Economic Research Service, *Indices of Agricultural Production in 28 African Countries*, Washington, December 1963.

RUBBER TRUCK: The man at the valve of the liquid latex truck works in one of Liberia's principal industries.

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